

# Customer Service

21 – 23 September 2015,  
Johannesburg, South Africa



COMMONWEALTH  
TELECOMMUNICATIONS  
ORGANISATION

## Overview

This course will explain the best practices for customer service along with the required various skills and attitudes and their outcomes. Participants will gain a solid understanding of ethical behaviour in relation to customer service.

For more information  
about this course, or to  
register, contact us on:  
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## OBJECTIVES

- Learn best practices for customer service.
- Understand the required skills and attitudes and their outcomes.
- Learn how to transform customer experience by identifying and bridging expectation gaps.

## TARGET AUDIENCE

This course is best suited for professionals working in customer care, sales and marketing of any service oriented company as well as for telecommunications operators.

## COURSE OUTLINE

Introduction to customer service

- Introduction
- The importance of customer in competitive environment
- Customer Service – who, when and where
- Customer expectations
- Objectives/aspects of good customer service

Best practices in customer service

- Five pillars of customer care
- Best practices

Telecommunications products and services

- Nature of telecommunication products and services
- Business impact of service levels – customers perspective
- Customer service objectives of telecommunication products and services

- Ethical behaviour in relation to customer service, including benchmarking of standards
- Personal qualities of a customer service representative
- Customer service at customer premises
- Ethical behaviour in different situations

Comparison of various skills, attitudes and their outcomes

- Customer service attitude
- Personality of customer service agents
- Listening skills
- Negotiation skills

Developing approaches to improve customer service

- Improving customer service levels
- Sustaining customer service levels
- Monitoring and measuring service level
- Organisational commitment to customer service

## COURSE TRAINER

### Thialk Thilakaratne

Thialk holds a BSc.Eng (Hons) in electrical and electronic engineering from the University of Peradeniya and a master's degree in business administration from the University of Colombo. He has been working at Sri Lanka Telecom since 2008 in various positions including as a trainer at the Sri Lanka Telecom Training Centre. His current role is a regional telecom office manager, where he is responsible for customer service outlets (Teleshops) in Colombo central regional area. During his term at Sri Lanka Telecom training centre, he has delivered a great number of training programs for both internal staff as well as for the external parties.

## UPCOMING COURSES

28-Sep-15	Next Generation Markets and Technologies	Liberia
05-Oct-15	Cloud technology and solutions	Port Louis, Mauritius
05-Oct-15	GSM Signaling Protocols	Gaborone, Botswana
05-Oct-15	Regulatory Impact Assessment	Liberia
05-Oct-15	Developing a Human Resources Management strategy	Cameroon
12-Oct-15	Costing in Telecommunications and Tariff Planning and Structuring	Port Louis, Mauritius
19-Oct-15	Mobile IP	Gaborone, Botswana
26-Oct-15	Public Key Infrastructure (PKI) - In Depth	Port of Spain, Trinidad & Tobago
02-Nov-15	Telecommunications Finance for Non Finance	Johannesburg, South Africa
02-Nov-15	Building Consumer Advocacy in the Telecommunications	Port of Spain, Trinidad & Tobago
09-Nov-15	Licensing in a Converged Environment	Johannesburg, South Africa
16-Nov-15	Broadband Technologies and Multimedia Services	Gaborone, Botswana
23-Nov-15	Analogue to Digital Broadcasting Switchover	Johannesburg, South Africa
18-Jan-16	Introduction to IPTV	Johannesburg, South Africa

