

# EFFECTIVE CUSTOMER SERVICE

In today's sophisticated market, the quality of products is not on its own sufficient to maintain or expand market share. Improving customer relations is one enduring way of keeping your customers. Customers are individuals; they need to feel that you care. Every form of customer contact, if well managed, provides an opportunity to build a relationship and develop future business. This course will help you develop the skills to enable you to become customer focused and deliver excellent service to your customers.

## Learning Objectives

Participants will:

- Understand the impact of good/bad customer service on the business
- Work as a service team
- Learn empathic listening skills
- Display excellent customer service skills
- Respond appropriately to different customer personality types
- Execute service recovery efforts
- Manage difficult customers
- Take responsibility for complete customer satisfaction

## Learning Contents

- Relationship between customer satisfaction and business success
- Definition and characteristics of service
- Desirable behaviours in customer service
- The six rules of customer contact
- Moments of truth concept
- Building customer loyalty and retention
- How to meet the needs and expectations of different types of customers

- Keeping service promise
- Empathetic listening skills
- What to do when there are problems
- Handling difficult customers
- Promoting team spirit (external – internal customer service concept)
- The total service concepts
- Customer life value (CLV)
- Finding positive solutions to customer complaints
- The continuous service improvement process
- Customer experience mapping
- Walkers Vs. Talkers – how to manage them
- H.E.A.T model for resolving a customer complaint

Physical	Virtual (local)	Virtual (International)
₦ 250,000.00	₦ 209,900.00	\$ 165.00

Discounts off regular fees for open programmes: 3-5 nominations – 5%

Programme also available as in-plant. Fee: Negotiable

### **WHO Should Attend:**

Managers, sales personnel and officers who interface with customers.

April 8 – 10,

July 15 – 17,

September 9 – 11, 2026

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