



## Training Topics:

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- **Developing a 'Customer Service Mindset':**
  - Understanding 21st century customer service
  - Creating an environment of customer service orientation
  - Understanding the differences between customer service, customer satisfaction and customer delight
  - Creating a 'Culture of Commitment'
  - Handling 'Moments of Truth' in the customer interaction process
- **Managing Customer Expectations:**
  - Understanding customer needs and customer expectations
  - Managing customer expectations
  - Managing the perception of customers
  - The 'Golden Rules' of ensuring customer satisfaction
- **Handling Customers:**
  - Understanding the different customer types
    - Aggressive/demanding customers
    - Analytical customers
    - Amiable customers
    - Irate customers
  - Methods to handle the different customer types
- **Empathy:**
  - Understanding the difference between 'Empathy' and 'Sympathy'
  - The 4 A's of Empathy
    - Acknowledge
    - Appreciate
    - Affirm
    - Assure
  - Using the right phrases to empathize
- **Role Play Simulations:**



- Multiple role play scenarios will be simulated based on the challenges that the participants face on a regular basis
- As many participants as possible will be involved
- Feedback from the facilitator as well as peers will be used as learning tools
- Participants will be assisted to create individual improvement action plans

## **Training Hours:**

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The duration of the training program will be 16 hours.

## **Training Methodology: 85% Experiential – The concepts will be taught using the below mentioned interactive methodologies**

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### **• Our delivery methodology will include:**

- Role Play Simulations
  - These will be based on scenarios that the participants will be faced with on a regular basis
- Movie and Audio Clips
- Instructor Led Training
- Games and Group Activities
- Case Studies

## **Resources Required:**

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- Momentum Training Solutions will conduct the training
- Maximum number of participants to a class will be 15
- The training will be conducted at a venue organized by client
- The following will be provided by client:
  - Handouts will be printed/photocopied
  - The LCD projector
  - Audio speakers