



Delighting Customers

April 11th, 2008

Karachi

A business without a customer is no business at all. From the customer's point of view, one company is very like the next and in our increasingly competitive business environment the customer is truly king, with more choice than ever before. As a result, providing a quality product is merely the entrance fee to play in the game.

To have an edge in today's marketplace we must "delight our customer" with our service attitude.



Rs. 6,900/-, Karachi Marriott Hotel

Who Should Attend

This course is essential to each and every member of your organisation who comes into contact with customers or the public in general. It will be of particular benefit to:

Front-line staff, customer service and sales representatives, lower & middle management.

Program Contents

- Characteristics of “delightful” customer service.
- Knowing your role in the service delivery chain.
- Personal Interaction & Telephone Skills.
- Handling Irate & Difficult Customers.
- Giving the gift of Listening.
- Taking a Methodical Approach to Solving Problems.
- Taking Ownership of the Request/problem.
- Working as a Team to achieve Customer Delight!

Program Benefits

The course introduces participants to the fundamental principles and techniques required for delivering excellent customer service.

As a line of contact with customers, our participants have a unique and challenging opportunity to influence customer perception and loyalty.

The program covers critical skills in professionalism, communication and handling of customers and their calls. At the same time, it aims to motivate customer service staff by reinforcing the impact of individual customer interactions to the success of a business.

About the Trainer

Humaira Ahmad has a Masters from University of London where she received a distinction for her academic efforts. She was also ranked among the top three participants in a Business Consultancy program in England, which was attended by management professionals from 17 countries.

Her work experience spans over eight years in the corporate sector, with involvement participation in multiple quality management programs, process reengineering efforts and ERP implementations (including SAP). As such, Humaira's niche is simply Change Management; change in attitudes, change in perceptions, change in processes and change of systems.

Her association with the Human Resources and Information Technology functions of Engro Chemical Pakistan Limited & Pakistan Tobacco Company (PTC) ensures a blend of human and technical knowledge. As an IT Infrastructure Manager in PTC, she successfully led a team across three locations after learning how to manage people through sheer practical experience.

Prior to working with a client, Humaira seeks to acquire an in-depth understanding of the organisation's culture as well as their industry. As a result, her strength is developing and conducting customized programs for companies, based on the skill set required in their personnel.

For Registration

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Note:

Cancellations will be accepted 48 hours prior to the program. If any cancellation is received later than 48 hours a 25% administration charge will be levied, however, a substitute delegate will be welcome.

If a delegate does not show up on the day of the event without any prior information, then full charges will apply.