



Palomino Training Solutions
specialists in corporate training

P O Box 1460, Durbanville, 7551
Mobile: 082 878 1164, Facsimile: 086 515 7684
E-mail: training@palominosa.co.za, Web: www.palominosa.co.za

Customer Service Management (1 day)

Course Overview

Fact: Without effective management of customer service, all efforts to build customer loyalty can be in vain.

The need for leading, promoting, and enhancing a customer focused culture, are essential within every organisation. Leading, creating, and enhancing a customer focused culture are essential.

This workshop will provide you with an opportunity to explore your responsibilities within your role as a customer service manager. As we discuss the various skills and techniques, draw from your own personal and varied experiences to share elements of reward and challenge. Consider this workshop as a “re-energizing time” to build and expand from where you are now.

This workshop includes dynamic trainee/trainer interactions and discussions, written and oral exercises, case studies, reflection, quizzes and a workbook for each participant to take back to the workplace.

Target Audience

All supervisors or managers who need to install a sense of customer service for their team in order to enhance the customer’s experience.

Course Outline

SECTION 1: Changes in Customer Service

1. Identifying Change
2. Identifying Your Customers

SECTION 2: Creating Excellence

1. On the road to Excellence
2. Positive Responses

SECTION 3: Communication Skills

1. Active Listening
2. Asking Questions

SECTION 4: Suspending Frame of Reference

SECTION 5: Stereotypes



Palomino Training Solutions
specialists in corporate training

P O Box 1460, Durbanville, 7551
Mobile: 082 878 1164, Facsimile: 086 515 7684
E-mail: training@palominosa.co.za, Web: www.palominosa.co.za

SECTION 6: Giving Undivided Attention to Others

SECTION 7: Leadership

1. The Characteristics of a Leader
2. The Situational Leadership Model
3. Additional Information about Leadership Profiles

SECTION 8: Engaging Employees

1. Managing Employee Engagement
2. The Three types of Employees

SECTION 9: Alpha Leaders

SECTION 10: Developing a Service Management System