

**COURSE OVERVIEW SS0505-4D**  
**Managing Service Quality & Customer**

**Course Title**

Managing Service Quality & Customer

**Course Reference**

SS0505-4D

**Course Duration/Credits**

Four days/2.4 CEUs/24 PDHs

**Course Date/Venue**

Session(s)	Date	Venue
1	January 08-11, 2024	Cheops Meeting Room, Radisson Blu Hotel, Istanbul Sisli, Turkey
2	May 27-30, 2024	Jubail Hall, Signature Al Khobar Hotel, Al Khobar, KSA
3	August 26-29, 2024	Ajman Meeting Room, Grand Millennium Al Wahda Hotel, Abu Dhabi, UAE
4	November 25-28, 2024	Boardroom 1, Elite Byblos Hotel Al Barsha, Sheikh Zayed Road, Dubai, UAE



**Course Description**



***80% of this course is practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.***



As markets shrink, companies are looking to boost customer satisfaction and keep their current customers, instead of spending additional resources to pursue new customers. In fact, since finding new customers can cost five to eight times as much as holding onto current customers, many companies increasingly understand the importance of achieving excellence in customer service.



This course will equip participants with the necessary competence and "mindset" to consistently meet and, at every possible opportunity, exceed their customers' expectations. It covers the managing service and excellence; the cycle of service and the customer driven person; managing effective customer relationships across all levels and types of customer service; meeting needs and considering all aspects related to quality and time of delivery, emphasizing aspects related to service communication; develop the ability to accurately analyze and handle customer complaints; and recognize the aspect of excellent record of integrity and business ethics.

**Course Objectives**

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge on service management
- Identify and define the service quality and excellence
- Discuss the cycle of service and the customer driven person
- Manage effective customer relationships across all levels and types of customer service
- Meet customer needs and consider all aspects related to quality and time of delivery
- Emphasize aspects related to service communication
- Develop the ability to accurately analyze and handle customer complaints
- Familiarize with the aspect of excellent record of integrity and business ethics

**Who Should Attend**

This course provides an overview of all significant aspects and considerations of managing service quality and customer for customer service representatives, technical and support personnel, field service representatives, management and administration staff as well as managers who want to reinforce their skills and train their staff.

**Training Methodology**

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

20% Lectures

80% Practical Exercises, Case Studies, Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

**Course Fee**

Istanbul	<b>US\$ 5,000</b> per Delegate + <b>VAT</b> . This rate includes Participants Pack (Folder, Manual, Hand-outs, etc.), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Al Khobar	<b>US\$ 4,500</b> per Delegate + <b>VAT</b> . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day
Abu Dubai	<b>US\$ 4,500</b> per Delegate + <b>VAT</b> . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Dubai	<b>US\$ 4,500</b> per Delegate + <b>VAT</b> . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

### Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

### Certificate Accreditations


Certificates are accredited by the following international accreditation organizations:

- 
The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **2.4 CEUs** (Continuing Education Units) or **24 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

- 
British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council for Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

### Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.



### Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



**Ms. Sarah Henley Du Plessis**, MEd, BTEC, BSc (Hons), BA (Hons), is a **Senior Management Consultant** with over **20 years** of extensive experience specializing in **Human Resource Management System, Recruitment & Selection, Assessment & Interviews, Training & Development, Training Needs & Delivery Methods, Performance Management Systems, Business Writing Skills, Writing Business Correspondence & Document Control, Writing Memos & Business Letters, Business & Technical Report Writing, Communication Skills, Business Communication Etiquette, Interpersonal Skills, Presentation Skills, Organisational & Leadership Skills, Coaching & Mentoring, Self & Personal Development, Creative Problem Solving, Performance Management, Conflict Management, Talent Management, Risk Management, Resource Management, Emotional Intelligence, Customer Service, Persuasion Techniques, Supervisory Skills, Public Relations & Corporate Communication, Strategic Planning & Creative Thinking, Human Resource Management, Performance Assessment & Appraisal, Contract Management, Negotiation Skills, Tendering & Bidding, Sourcing & Vendor Management, Service Level Agreements, Purchasing Skills, Supply Chain Management and Logistics & Transportation**. She is currently the **Business Skills Trainer** working internationally across **Europe, Middle East, America and Asia**.

During her career, Ms. Sarah has held various significant positions and dedication both in academic and industrial as the **Divisional Purchasing Manager, Human Resource Manager, Services Buyer Manager, Category Manager, Senior Consultant/Lecturer, Business Skills Instructor, English Teacher, Business English Trainer, English Tutor**, Assistant National Park Ranger, Production & Project Buyer, Call Centre Agent, Customer Services Agent and Accounts Assistant from various companies and institutions like the **University of York, Melton College, Inlingua, Field First Cartons, Schneider Electric Ltd, Armitage Bros. Plc, Ryder Systemcare, Denby Pottery and Torrington**.

Ms. Sarah has a **Master's degree in Education (Applied Linguistics)**, **Bachelor's degree (with Honours) in Natural Sciences** and in **Business Administration & Enterprise** from the **Open University** and the **University of Central England, UK**, respectively. Further, she holds a **Professional Graduate Certificate in Education (PGCE)** from the **University of Northumbria**, a **Graduate Diploma** from the **Chartered Institute of Purchasing and Supply (CIPS)** and a **BTEC Advanced Certificate in Supervision of Biological Surveys** from the GUI. Moreover, she is a **Certified Instructor/Trainer**, a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)** and a **Certified CELTA Level 4 Instructor**. She also delivered numerous trainings, courses, seminars and conferences internationally.

### Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

#### **Day 1**

0730 – 0800	Registration & Coffee
0800 – 0815	Welcome & Introduction
0815 – 0830	<b>PRE-TEST</b>
0830 – 0930	<b>Service Quality &amp; Excellence</b> Service Quality Defined • Service Excellence Defined • Customer Expectations • The Customer's Perception is Reality • How to Impress & Even Amaze Customers • The Ten Customer Truths • Customer Satisfaction Statistics • The Dollar Value of Customers
0930 – 0945	Break
0945 – 1100	<b>The Cycle of Service</b> Quality of Service • Moments of Truth • The Cycle of Service
1100 – 1215	<b>The Customer Driven Person</b> Qualities of a Customer Service Professional • Importance of PMA (Positive Mental Attitude) • Self-Test
1215 – 1230	Break
1230 – 1330	<b>Manage Customer Relations</b> Levels of Customer Service • Type of Customers
1330 – 1420	<b>Video</b> Levels of Customer Service
1420 – 1430	<b>Recap</b>
1430	Lunch & End of Day One

#### **Day 2**

0730 – 0930	<b>Role Play</b> Types of Customers
0930 – 0945	Break
0945 – 1100	<b>Meet Customer Needs</b> Quality • Time • Technical Specifications • Variability • Customization
1100 – 1215	<b>Video</b> Quality Service
1215 – 1230	Break
1230 – 1330	<b>Role Play</b> Meet Customer Needs
1330 – 1420	<b>Expect New Customer Demand in Advance</b>
1420 – 1430	<b>Recap</b>
1430	Lunch & End of Day Two

#### **Day 3**

0730 – 0930	<b>Video</b> Customer Research
0930 – 0945	Break
0945 – 1100	<b>Exceed Customer Expectations</b>
1100 – 1215	<b>Role Play</b> Exceed Customer Expectations
1215 – 1230	Break

1230 – 1330	<p><b>Service Communication</b>  <i>Face-To-Face Communication • Acknowledging &amp; Greeting the Customer • Making the Customer Feel Important • Responding with Empathy • Listening Actively • Using Positive Body Language • Clarifying the Customer's Needs • Communicating Positively • Serving &amp; Problem-Solving • Telephonic Communication • Telephone Communication Pitfalls • Handling Incoming Calls • Handling Incoming Calls when Busy Serving Customers • The Five Elements of a Great Telephone Voice</i></p>
1330 – 1420	<p><b>Handling Customer Complaints</b>  <i>Customer Behavior Classified • Praisers • Patrons • Talkers • Walkers • Common Customer Complaints • How Customer Complaints can be Used as Opportunities to Show Off your Extraordinary Customer Service to Impress them &amp; so Gain or Retain their Loyalty • How to Win Over Irate Customers &amp; Turn Them into Satisfied Buyers • Handling Customer Complaints – 5 Critical Steps</i></p>
1420 – 1430	<b>Recap</b>
1430	Lunch & End of Day Three

**Day 4**

0730 – 0830	<p><b>Video</b>  <i>Customer Complaints</i></p>
0830 – 0930	<p><b>Exercise</b>  <i>Customer Complaint Analysis &amp; Response</i></p>
0930 – 0945	Break
0945 – 1045	<b>Integrity &amp; Business Ethics</b>
1045 – 1130	<p><b>Workshop</b>  <i>Business Ethics</i></p>
1130 – 1230	<b>Customer Interests &amp; Education</b>
1230 – 1235	Break
1235 – 1345	<p><b>Workshop</b>  <i>Customer Education</i></p>
1345 – 1400	<b>Course Conclusion</b>
1400 – 1415	<b>POST-TEST</b>
1415 – 1430	<i>Presentation of Course Certificates</i>
1430	Lunch & End of Course

**Practical Sessions.**

80% of this highly-interactive course is practical sessions. Theory learnt (20%) will be applied using various role-plays, case studies and practical sessions.



**Course Coordinator**

Kamel Ghanem, Tel: +971 2 30 91 714, Email: [kamel@haward.org](mailto:kamel@haward.org)