



Customer Care

AIM AND OBJECTIVES OF THE PROGRAM:

Program aim:

This two-days training program allows the participants to understand the importance of customer care, ensuring the competitive advantage of the organization, the creation of a proactive attitude in serving the clients.

Objectives:

- Acknowledgement of the benefits brought by the setting of the services' standards.
- Manifestation of a positive attitude towards the client and knowledge of the ways to approach the clients depending on their typology.
- Questioning of the client so as to obtain as much information from him/her.
- Acquisition of the technique so that the language transmitted to the employee to support the communication with the clients.
- The importance of the transmission of a clear verbal language, and especially, the importance of the way in which the employees answer and speak on the phone.
- Real listening of the client, showing a full consideration towards the client.

COMPETENCES COVERED:

After attending this training program, the participants will acquire the following competences:

- Knowledge regarding the types of relationships we can have with the clients and the way of developing them;
- Identification and application of methods for improving the clients' retention in the system;
- Elements of optimizing the relationships with the clients;
- Techniques of questioning and persuasion of the clients.



STRUCTURE AND DURATION OF THE PROGRAM

- The duration of the program is of **2 consecutive days** per group of participants.
- One day of training comprises 6 hours of effective work, distributed in **4 sessions** of 1 ½h.
- **The daily agenda** of the program:

DAY 1	DAY 2
Session 1: 9.00 - 10.30	Session 1: 9.00 - 10.30
<i>Coffee break: 15'</i>	<i>Coffee break: 15'</i>
Session 2: 10.45 - 12.15	Session 2: 10.45 - 12.15
<i>Lunch break: 1+1/2 h</i>	<i>Lunch break: 1+1/2 h</i>
Session 3: 13.45 - 15.15	Session 3: 13.45 - 15.15
<i>Coffee break: 15'</i>	<i>Coffee break: 15'</i>
Session 4: 15.30 - 17.00	Session 4: 15.30 - 17.00