



Committed to the Advancement of Knowledge

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WORKSHOP ANNOUNCEMENT

Essentials of Effective Customer Service

Nairobi, 6-7 October 2008

Theme: Exceeding Customer Expectations

Registration Deadline: 30th September 2008

Cost : US\$ 650. The first 10 participants for 2008 courses are eligible for discounts of between 15 and 40%. Covering Tuition, lunches, teas, facilitation & materials. Participants pay for transport, dinners, accommodation and incidentals. Local participants for 2009 Courses are eligible for discounts of between 10-15%.

Other Dates : Nairobi, 16-19 February 2009

a) Summary

With increasing competition for customers, customer service skills are central to successful business or service delivery – whether you are in the private, public, or private sector. Clients are increasingly sensitive to the way they are treated, and are therefore demanding the highest possible quality services from providers.

The course is designed in recognition of the dire need for effective customer care skills in the emerging economies in Africa. Some employees believe they do not have to be friendly when delivering a service and have developed antagonistic attitudes towards customers. Some discriminate against customers because of race, height, gender, tribe, nationality, background, level of education, social and economic status. In fact, in some sectors, expectations are so low that some professions have to be nasty. Yet, all this is bad for business and negatively affects productivity & growth.

b) Target participants

This workshop is also for those who would like to gain insights into what is required to work in customer care settings and would like to improve their skills in dealing with people.

If your role involves interacting with customers as you provide services, or managing those who provide who are at the forefront of customer relations – or if you are just interested in strengthening your knowledge and understand of the subject, then this course is for you.

c) What you will get out of the workshop

- ⌘ Skills that will help you to achieve the highest standard of customer care.
- ⌘ Ability to appreciate some of the challenges and dilemmas faced in trying to provide the very best of customer care.
- ⌘ Expertise to understand the demands of the present day customer.
- ⌘ Skills to develop systems and guidelines staff can use to help them deal with all types of customers at all levels either through telephone or face to face contact
- ⌘ Confidence to positively deal with complaints, and with customers in difficult situations.

d) Course Overview

- ⌘ Why Customer Service
- ⌘ Why Customer's Leave
- ⌘ Why Customer's want value for money
- ⌘ Dealing with temperament
- ⌘ Customer service as an integral value in service delivery
- ⌘ Your impact on Customer loyalty
- ⌘ Identifying and maximising opportunities for excellence
- ⌘ Learning from experience
- ⌘ Understanding customer diversity
- ⌘ Effective and consistent communication
- ⌘ Time Management
- ⌘ Handling complaints
- ⌘ Developing and maintaining professional boundaries with clients
- ⌘ Building relationships
- ⌘ Basic elements of customer care
- ⌘ Telephone skills
- ⌘ Maintaining customer confidentiality
- ⌘ Communication skills
- ⌘ Developing & maintaining basic customer care standards

e) Methodology

We combine case studies, practical experience and a deep understanding of the subject to inspire our participants to achieve desired results in their organizations. Where possible, we will include presentations from invited speakers. We are passionate about working with different organizations to carry-out in-house capacity building workshops for at least 6 people.

a) Contact us:

To download the Application form, please go to www.shimainstitute.org/courses

E-mail : admin@shimainstitute.org

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Through deliberate partnership & collaboration with other established and reputable organisations, we will influence many individuals and organizations in many countries in Africa and beyond

