



CUSTOMER SERVICE EXCELLENCE

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CUSTOMER SERVICE EXCELLENCE

The biggest single reason why businesses lose customers is through the indifference of one employee. Customer service is one of the most important issues that organizations face, especially in the hospitality industry. With so many dining and events to choose from, a negative review can damage the reputation of your business. Every customer interaction is an opportunity to make a positive impression and by empowering your customer facing team with the best skills makes a great customer experience & bottom line results.

CUSTOMER SERVICE EXCELLENCE

is a 2-day program that focuses on the skills needed to make every customer touchpoint a positive interaction. Delegates learn the communication and interaction skills to engage with their customers as well as exploring how to handle difficult situations effectively through effective communication and by building rapport. Customer expectations are examined and ideas for exceeding those expectations are developed. Delegates leave with a list of actions they can take to improve their communication skills and impact the customer experience and build customer loyalty.

ALL CUSTOMER FACING EMPLOYEES WILL BENEFIT FROM THE PROGRAM'S OBJECTIVES;

- Understand the importance of customer service in hospitality
- Identify the touch points to make positive impressions
- Understand that YOU are the key
- Demonstrate how to connect and focus on the customer
- Practice building rapport techniques
- Define what effective communication is and explain why it is important
- Identify key communication skills for dealing with customers and creating customer engagement
- Improve questioning and summarizing techniques to effectively determine customer needs
- Practice customer interaction skills
- Learn how to use sensory language when providing menu recommendations
- Apply skills in difficult situations and with challenging customers
- Identify actions that can lead to more satisfied customers, customer enthusiasm and loyalty

WHO SHOULD ATTEND?

- Reservations
- Front Desk
- Waiters / Waitresses
- Hostess
- Team Leaders & Supervisors

WHAT WILL YOU GAIN

- Enhance your customers experience
- Identify the touchpoints and opportunities to positively interact with your customers
- Build rapport with your customers quickly and easily
- Use body language to demonstrate your confidence and competence
- Adjust your voice tonality to soothe customers frustrations
- Master your questioning and listening skills to understand customers needs and wants
- Be able to turn a crisis into an opportunity
- Boost your confidence in handling difficult situations effectively
- Understand how to handle and manage impatient and frustrated customers
- Be able to effectively deal with a complaint
- Learn how to provide information and clarify expectations
- Deliver excellent service and provide a great customer experience



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2-day program (9am – 4pm)

Optimum group size 20 participants, maximum group size 25 participants.

DAY 1: BASIC CUSTOMER INTERACTIONS

Welcome, Objectives, Agenda

Defining Customer Service

Quiz, Discussion

Excellence in Hospitality

Activity: Best / Worst Customer Experiences Why do negative experiences get shared

You make the difference

Your state, your choice. Discussion Be the difference. Mindset

1. Focusing on the Customer

Brainstorming activity. Video. Discussion

2. Providing Efficient Service

Activity: Map of Customer Touch Points Opportunities to connect and engage

3. Enhancing Customer Self Esteem

Self reflection activity Feel good factors

4. Building Rapport

Top Tips, Body language “tells” Role Play: Telephone interactions, Welcoming the Customer, acknowledging the Customer

5. Effective Communication

Video. Discussion
Exercise: voice tonality. How you say what you say.
Listening to understand: Exercise – listening levels.

6. Determining Customer Needs

Communication: Clarifying questions & summarizing
Role Play Consolidation Telephone Reservations, Welcome, Table Service

DAY 2: CUSTOMER ENGAGEMENT

Review Day 1

Engagement Opportunities:

Providing Information and clarifications

Building Customer Enthusiasm

Handling situations:

- Handling multiple Customers
- Handling delays
- Impatient Customers
- Demanding Customers
- Handling a Complaint

Program review & next steps

Team Quiz

Product Knowledge: venue, concept, vibe & menu Suggestive Selling, Sensory Language Activity: sensory descriptions

Setting expectations. Providing recommendations. How to explain a policy/standard without saying it's a policy/standard

Turning a negative into a positive Identifying customer frustrations – brainstorm scenarios. Discussion: Crisis v Opportunity. Mindset matters.

Work groups:

Case study

Top Tips

Present back in a role play

Key learnings & take-aways Team and individual action plans
Measuring success



ABOUT US:

Your Own Institute of Training and Professional Development is established in 2021 with the approval from DED and KHDA- Dubai.

A set of experienced Educational Experts, world class Trainers and Professional consultants who know the need and pulse of the working force, are behind this venture. This Institute is developed after doing immense market survey from the working force and the Corporates. We collected feedback from them and realised what they want exactly to upgrade in their professional career.



As the name suggests it is 'YOUR OWN INSTITUTE'. We are committed 100% Customer happiness. Excellent consultation, career counselling based on TNA and world class training are our highlight.

We at YOI, offer you a wide range of Professional courses. Whichever field you are working, we have a course for your Professional Development. We provide a complete exam preparation for Professional courses like ACCA, CIMA, CMA, CPA, CIA, CFE, CAMS, IATA courses, international HR

Certifications, PMP, Six Sigma, NCMA programs and many more. Besides these, we have KHDA certificate programs on Airline and travels, Accounting and finance, Engineering, IT, Languages, Logistic and Supply chain and courses related to Management. All these courses are approved globally and attracts employment opportunities from Multinational companies.

We at Your Own Institute also provides excellent coaching and training for the Corporates. We have a team of Professionals who can tailor made and customize the programs for you in a very affordable budget and we guarantee your satisfaction as an end result. We also offer you one day and two-day workshops to upgrade the skills of your employees.

We are offering both Online and on-site classes. We are open to conduct the classes at our premises, your company premises, Hotels or any venue according to your convenience. We guarantee on quality and satisfaction on every situation.

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