

## **'Building a Culture of Service Excellence'**

1 Day Non Residential Program

Dates for the workshop will be announced from time to time

### **About the Program**

In competitive times like these when similar products & services are aplenty and very little to differentiate between them, service delivery is one thing that can really make a difference in winning & retaining customers or losing them completely. 'Building a culture of service excellence' is a one day customer care training program that has been designed to train the people who interact with end customers and train them on skills to effectively interact with customers, how to keep them in good humor, serve them effectively to derive customer delight and be good problem solvers as well.

The program teaches participants to strategize and win customers affection and loyalty on a long term basis resulting in more customers and more profits to the company.

**Methodology used for training: Case studies, Exercises, Role plays, games, activities, audio / videos**

**For nominations or more information about the program**

**please contact: Jamal Shah**

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**Sales Training | Communication Skills | Public Speaking | Personal Development**

**At the end of the program, the participants will be able to:**

- Understand customer service, deepen customer relationships & increase customer loyalty for greater profitability
- Achieve customer and competitive differentiation in a parity environment by delivering value to customer more successfully than the competition does.
- Transform company business into customer centric business: Co. centric vs customer centric
- Understand what communication skills is and how it helps in providing excellent customer service
- Understand MOM & Customer journey mapping, customer empathy mapping, handling customer complaints

**Some Companies trained in:**

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## Workshop Coverage:

**The art of giving good service**

- Why giving best customer service is important
- Importance of developing customer friendly attitude

## Creating customer delight by effective face to face interaction

- Why customer's expectations are important
- Effective service standards
- Customer journey mapping, customer empathy

## Establishing rapport through conscious and unconscious communication!

- Communication Skills: 3 Vs of communication  
Visual, Vocal, Verbal communication
- Using communications to delight customers

## Handling customer complaints & difficult customers!

- Strategies for handling aggrieved customers!
- What to do when customers shout & throw tantrums!
- Defuse model of handling irate customers!
- Creating conviction, providing solutions

## Customer insights !

- 10 principals building a service culture
- Applying learning's

**Who Should Attend?** Customer care branch heads, customer care executive, sales personnel, sales managers, marketing managers and other staff members

## Program Investment:

**Rs. 3000/- (For single nomination) (All Inclusive)**

Program investment is for one day. The investment is inclusive of tea and lunch

Please send an email to [jamalshahmot@gmail.com](mailto:jamalshahmot@gmail.com) or call 9891439772 , 8178296612 If you would want to conduct an in-company program for your co., please write to us with your needs.

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Jamal is a Master of Business Administration and a licensed practitioner of Neuro Linguistic Programming. He also has a Certificate Course in 'Competencies in Training & Development' from City & Guilds- UK.

Jamal started his career as a sales professional and has a successful track record of unparalleled success as a seller of myriad products and services in companies like United Database India Pvt Ltd. and Aptech Global Learning Solutions in India and British Broadcasting Corporations in Dubai, UAE amongst others which enables him to blend theory with real life practical examples in his training programs.

In a career spanning over 20 years, Jamal Shah has trained over 50,000 customer services managers, and executives, sales personnel, counselors and other staff in customer services, selling skills and techniques, personal development, team building, motivation etc. both nationally as well as internationally. He is a dedicated and passionate trainer who believes that delight of participants and clients is of paramount importance. He cajoles, entertains and enlightens his audience with a fast moving combination of stories, examples, humor, activities and quotations.

He has conducted training programs for companies like IDBI, Carrier Air conditioners, Mahindra & Mahindra, Sobha Ltd., Mahagun Group, UTI Mutual Fund, Axis Sales, Axis Bank, Videocon Group, Sahara Group, LIC, Sikkim Manipal University nationally as well as Abu Dhabi Commercials Bank in UAE internationally.

He is the author of bestselling book 'mastering student counseling skills for greater sales' and training DVD's on advertisement and subscription selling.

Jamal is currently based in New Delhi.