

Customer Experience

Baku (Azerbaijan)

24 - 28 March 2025

UK Training

PARTNER



Customer Experience

Code: CC28 From: 24 - 28 March 2025 City: Baku (Azerbaijan) Fees: 4400 Pound

Introduction

The voice of the organization to the public, customer service representatives and public relations staff face an arduous task-from dealing with difficult customers, customers with peculiar interests, customers seeking information unrelated to the services the office offers, abusive customers, customers who use threats, overwork among others and organizations need to adopt a practice of continuous improvement of systems, processes and skills of this caliber of staff to ensure that all customers and stakeholders have the right public relations and customer care skills set.

The Customer Service and Public Relations Masterclass Training course will equip participants with specific tools, skills and techniques that are specific and proven to be effective in generating corporate or institutional success, tools which, when applied, yield improved individual performance, skills to generate real and high-value leads, skills to navigate public relations and customer care dynamics to maximize opportunities for organization's products and services.

Course Objectives

- Develop a strategy to build a more proactive, customer-centric public sector organization.
- Create and shape the public sectors' brand promise.
- Define customer service - identifying your customers' values.
- Understand how to measure and monitor the customer service experience to support improvements in line with public sector strategy.
- Understand the barriers to delivering superior customer service at all public service customer 'touchpoints'.
- Effective responses to complaints in the public sector.
- Understand how to measure customer service culture.
- Develop internal processes that support the public sector service commitment to the customer using diagnostic tools.

Course Outlines

Day 1: What do We Want Our Customers to Experience?

- The importance of customer care.
- Understand why superior service is critical.
- Why good service isn't good enough.
- Identifying how excellence in public sector customer service is delivered and managed.
- Understand the need for customer service skills and what they look like at each customer 'touchpoint'.

Day 2: Measuring Customer Service Success

The logo for UK Training Partner features the text 'UK Training' in a small, black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The text is positioned over a graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver, set against a background of concentric white circles.

- Identify strengths and weaknesses in your current customer service approach.
- Identify and correct service barriers.
- Solve priority customer service problems.
- Service quality tools and techniques - cause and effect analysis, Pareto Analysis, etc.
- Approaches used by the public sector internationally to deliver customer service.

Day 3: Demonstrate Customer Service Professionalism

- Maintain and sustain a positive mental attitude.
- Build and monitor the service team to exceeding customer expectations every time.
- Identify "best practice" in managing different customer situations, including complaints.
- Mastering the ways to develop & maintain a positive, customer service focused, attitude.

Day 4: Handling Complaints

- Mastering the techniques for dealing with difficult customers.
- Stopping complaints from recurring.
- What satisfies customers who complain?
- The six satisfaction elements to embrace when handling complaints.
- Handling difficult customers.

Day 5: Customer Service Management Strategy

- Quality Service Statement.
- Cultural analysis/measurement.
- Support values & beliefs by creating and sharing success stories.
- Update customer service systems/procedures.
- Re-recruit customer service employees using a toolkit.

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training
PARTNER

Blackbird Training Cities

Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

