



# OPEN FORUM HIGH IMPACT TRAINING-OF-TRAINERS PROGRAM FOR CUSTOMER SERVICE MANAGERS

*(Very popular demand, Limited seats available; please reserve yours NOW!)*

TDI Global Limited (TDI), ([www.tdi-global.com](http://www.tdi-global.com)), is a leading multinational assessment-driven management advisory and training company. TDI has earned reputation for high impact training programs & workshops with average participants' evaluation of 95% and client's rating of "Excellent".

## “TRAINING-OF-TRAINERS PROGRAM: BUILDING CUSTOMER SERVICE EXCELLENCE”

Leaders in today's rapidly changing business world have determined that there is more to success than catchy advertising campaigns. Whether it is a business, a professional practice, a health care facility, or a government agency, success comes to organizations that are dedicated to looking after their customers. Quality alone isn't enough.

This training is designed to equip delegates who want to take their customer service skills to advanced high impact level. It will also help participants develop an understanding of customer experience as a strategic business advantage.

Customer satisfaction or loyalty is a complex, multidimensional component of business success and should be foremost in the mind of every person in an organization, whether you function at the front, middle or back-end.

### a) Brief description of the course outline:

- Customer Service Competency Assessment & Individual Coaching
- Defining a business-focused vision of customer service
- The CS Business Partnership
- Modern trends in high impact service delivery
- Championing a customer-experience focus group
- Understanding the personality styles of your customers
- Linking service strategy to service experience
- Enhancing customer service skills
- Training, Coaching and Mentoring your service team
- Transforming Relationship Managers into CS champions



**This program also offers amazing networking and cross-learning opportunity with peers from other organizations**

#### Registration:

Contact Paul Abbey: 0302771589;  
[paul.abbey@tdi-global.com](mailto:paul.abbey@tdi-global.com)

**WE EQUIP ORGANIZATIONS TO ACHIEVE PERFORMANCE EXCELLENCE...**

Get training courses delivered In-house:

Contact: [training@tdi-global.com](mailto:training@tdi-global.com); [www.tdi-global.com](http://www.tdi-global.com)

“The single most important thing to remember about any enterprise is that there are no results inside its walls. The result of a business is a satisfied customer.”  
-Peter Drucker

### **b) What you would learn?**

- Steps in Building a Customer-focused organization
- Customer Service: A strategic advantage
- Understanding Customer Service Coaching & Feedback
- Effective Negotiation for Customer Service Executives
- Simulation: Practical & Experiential learning workshop based on our Flagship program “Becoming a STAR in your organization™”, which builds sustainable integrated customer service networks within an organization and enable an organization achieve a total quality management that drives high customer loyalty

### **c) Target Audience:**

- For Heads of Service Excellence, Heads of Customer Experience, Customer Relationship Managers, Heads of HR

**d) Date:** 17<sup>th</sup> & 18<sup>th</sup> May, 2017 (2 days)

**e) Fee:** GHc995 NET of all Taxes per participant (includes Assessments, Materials, Certificates & Lunch)

**f) Registration by May 10<sup>th</sup> is required, space is limited, registration is on first come first served basis**

**g) Venue:** The Assessment Centre, No. 1 Abafun Crescent, Labone, Accra

### **FACULTY**

You will be tutored and coached by two seasoned individuals who are obsessed by customer experience building blocks. Their work have transformed service across various sectors - banking, communication, FMCG, non-bank financial institutions, hospitality etc. Their measurement focus and assessment-driven methods have helped participants and organizations excel in building customer loyalty. They work together to deliver real tools and methods that work.

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