

CENTRAL BANK OF EGYPT
Egyptian Banking Institute



البنك المركزي المصري
المعهد المصرفي المصري



Evolution of Customer Service

Purpose of Training:

Customers now want more than a simple interaction; they want to feel that they are known by the brands they choose and that there is a relationship between them and their favorite brands. This means you may need to take a fresh look at your strategies and put in the work necessary to overhaul your engagement with customers and develop relationships.

Program objectives:

By the end of the program, participants will be able to:

- Understand how far customer service has evolved & acknowledge the effect of social media
- Identify ways to deal better with the different customer generations
- Identify ways to establish links between excellence in customer service & business practices & policies
- Explain the Changes in Customer Expectations and the basics of customer psychology
- Understand how to use best techniques to meet customers' needs
- Explain the importance of measuring and benchmarking service

Program Outline:

Module 1: Realities of Customer Service Today

- The realities of customer service today
- ROI of customer success
- Dealing with the different customer generations (GenX, GenY, Baby boomers, traditional)
- Customer lifestyle questioning

Module 2: The Six Critical Elements of Customer Service

- A customer service focus
- Procedures
- Culture
- Problem-solving
- Measurement
- Reinforcement

Module 3: What Do Customers Want?

- Customers today
- What customers want
- Logic vs. emotion
- Winning customers' hearts
- Customers want CASH

Module 4: Matching Customer Needs

- Features, advantages and benefits
- The right benefit to the right customer
- Identifying customer's decision criteria

Module 5: Measuring Customer Satisfaction

- Methods of collecting customer feedback
- What is Net Promoter Score (NPS)?

Target Audience:

All levels from Customer Service Department

Program Duration:

8 Hours

Delivery Method:

In-Class

Assessment Strategy:

- Participation
- 60 % Cut of score of total grades which is "100"

Program language:

- Material: English
- Instruction & Explanation: Bilingual (AR/EN)



Headquarters – Nasr City
22 A, Dr. Anwar El Mofty St., Tiba 2000
P.O.Box 8164 Nasr City, Cairo, Egypt
Tel.: (+2) 02 24054472
Fax: (+2) 02 24054471

Working hours: 9:00 am - 5:00 pm
www.ebi.gov.eg

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