



**Asia Masters Center**

## Manage Customer Expectations





## Manage Customer Expectations

### Course Objective

- Explain what customer service is.
- Apply effective communication and teamwork skills
- Differentiate between external and internal customer service
- Practice dealing with difficult customers and handling complaints effectively
- Explain customer's expectations and how to exceed them
- Identify basic creativity and innovation techniques for better customer service.
- Understand formula for customer satisfaction
- Recognise variables influencing customer expectations and satisfaction
- Know customers decision making process to manage expectations
- Use complaints and compliments to develop service strategies in managing expectations
- Understand critical factors and influence of products on customer expectations
- Develop interpersonal communication and problem solving skills

### Target Audience

- Planning & Quality Managers
- Customer Service Staff
- Public Relation Managers
- Team Memebers , Team Leaders

## ➔ Course Outline

### Day 1:

- Understanding Customer Expectations and their needs .
- The inner game of customer satisfaction - Qualities of service professionals
- Formula for customer satisfaction - Expectations of today's customers
- Vital determinants for managing customer expectations

### Day 2:

- Understand customer expectations - Why, What and How
- Communication with customer
- Variables influencing customer expectations and satisfaction
- Models of customers decision making process to manage expectations

### Day 3

- Sources for benchmarking to help manage customer expectations
- Setting "Customer First" objectives - Analysing customer needs, wants and desires
- Process capability and process mapping to manage expectations
- Interpersonal communication and problem solving skills to manage expectations

## **Day 4**

- Using complaints and compliments to develop service strategies
- Making customer focused decisions – Adding exceptional value
- Response strategies for managing different personalities and difficult service situations

## **Day 5**

- Choosing the right strategy to maximize on opportunities
- Problem Solving
- Creativity and Innovation
- Teamwork

### **➤ The Feature Of Asia Master Training And Development Center**

- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

## The Cost Of The Training Program Includes The Following:

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.

### Price (USD)

Communicate with the training department  
to know the participation fees

➤ **There are offers and discounts for groups**

### The details of the bank account

**Bank name: CIMB Bank Berhad**  
**Account name: Asia Masters Center SDN. BHD**  
**Bank account number: 80-0733590-5**  
**Swift code: CIBBMYKL**  
**IBAN: Null**