AFRICAN ADVANCED LEVEL TELECOMMUNICATIONS INSTITUTE (AFRALTI)

TRAINING WORKSHOP OUTLINE

Title:	**Customer Service and Complaints Management for ICT Regulators**
Duration:	**5 Days**
Dates:	**7th – 11th May 2018**
Venue:	**AFRALTI, NAIROBI, KENYA**
Tuition Fee:	**AFRALTI Members: USD1,200; Non-Members: USD1,440**

1. WORKSHOP OVERVIEW

Delivering good customer and great customer experiences is very important in every industry now more than ever. The dynamism of Information communications technology (ICT) landscape means that regulators have to meet and exceed the expectations of their stakeholders in their service delivery so as to accelerate ICT sector growth and innovation. This workshop will explore essential customer service fundamentals and complaint management procedures and processes from an ICT regulatory perspective so as to ensure transformation of service delivery. The workshop will combine theory, case studies, role plays, real world scenarios and practical sessions so to impart the required skills and knowledge that will enable participants deliver excellent customer service as well as handle all customer complaints satisfactorily and professionally.

2. TARGET AUDIENCE

The premise of this workshop is that all employees in ICT Regulator have a role delivering exemplary customer service in and out of the organisation. Therefore each employee indeed has a customer. The workshop is therefore relevant to all employees in an organisation though staff in customer service and other customer facing positions or roles and all those who handle complaints of any nature from customers stand to benefit directly from the workshop.

3.   COURSE OBJECTIVES

During the workshop participants will learn:

- Key service skills and techniques required to deliver excellent service.
- Understand how communication impacts on customer service.
- How to deliver value driven service.
- How to manage difficult customers
- How to manage complains professionally
- How to build a customer centric organisation
- How to evaluate customer service programmes for improvement.

4.   COURSE BENEFITS

- Improved customer service and care skills
- Improved communication skills
- Empowered employees
- Better management of customer complaints
- Improved service delivery customer service standards

5.   COURSE CONTENT

Module1: Customer service and care essentials

- What is customer service?
- What is customer care?
- Who is a customer?
- The value of a customer
- Why should we provide good customer service and care
- Examples of bad customer service

Module 2: Customer expectations

- Characteristics of good customer relations
- Meeting your customer expectations
- Importance of satisfying customer requirements

Module 3: Customer value and satisfaction

- What is value: A customers perspective

- Steps to delivering customer value

- Guidelines for creating customer value

- Actions that reinforce customer satisfaction

- The scope of customer value

- Benefits of customer satisfaction

Module 4: Customer service communication

- Elements of the communication process

- Confidence and assertive skills

- Listening techniques, building rapport, empathy

- Body language

- Tools of trade: Telephone etiquette, email etiquette, letters, face to face communication etc

- Why you should know your products and services well

Module 5: Customer management

- Managing customer expectations

- What makes customers difficult?

- Managing customer complaints

- Winning customer trust

- Things not to say to a customer

- Dealing with dissatisfied customers

- Dealing with angry/upset customers

Module 6: Building a customer service culture

- Company's directions and customer care philosophy

- The nature of customer care

- Total quality management

- Quality and customer care

- Customer care and corporate culture

- Customer care: A comprehensive approach

- Practical steps in establishing a customer care program

- Customer service charter

Module 7: Measuring customer satisfaction

- Setting customer service standards

- How to measure customer satisfaction and experience monitoring

- Indicators to be used to measure the success of customer care

- How to identify customer perceptions of the company

- Evaluation of ICT Regulator's current customer service practices

7. TRAINING FORMAT

The training is based on a skills-building approach, and uses behaviour models, skills practices, case studies, discussions and feedback.

For more information, please contact us on:

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