

Fit to Serve

The Ultimate Customer Service Toolbox



AL-MUNEER^{HRD}
"Different is Better than Better"



Introduction

Top organizations around the world don't keep their leading edge by accident. Every piece must fit the puzzle precisely to achieve perfection.

Traditional training, however, is not sufficient to shape employees to achieve organization's vision. People can be taught what to do and how to do it, however, building skills and knowledge are not enough. Each employee must be highly personally motivated - and human motivation is a very complex issue.

To surpass the competition, each individual in the organization must understand how his natural talents, new insights and skills fulfill personal goals and fit the successful implementation of your business strategy.



Why customer Service?

1. Improves customer satisfaction

A totally satisfied customer contributes **2.6** times as much revenue as a somewhat satisfied customer, and **14** times as much revenue as a somewhat dissatisfied customer.

2. Turns new customers into loyal customers

Acquiring a new customer costs **7** times more than maintaining an existing one. Investing in your existing customers will pay off and it's only a matter of time until you see positive results.

3. Increases customer advocacy

Word of mouth is one of the most powerful tools a company can wish for today. The truth is, **%84** of consumers do not trust adverts anymore.

4. Helps you stand out from competition

Customer feedback has become an invaluable tool. If customers couldn't openly access other people's experiences with a brand, they would need to look elsewhere quickly to build confidence. **%88** of consumers read reviews to determine the quality of a business's customer experience.

5. Builds trust and creates personal relationships

Making each one of your customers feel special and unique will send a positive message: they are cared for and important to your business.

By doing so, you have a better chance at building trust with them, and therefore at creating a strong, long-lasting relationship.

Happy employees

Great service

Happy customers

Loyal customers

Profits and Growth



Ask for happiness @ Work



Program Objectives



Establish Customer Service Mindset.



Increase the productivity and sales.



Enhance the ability of working under pressure.



Raise the communication and emotional intelligence.



Equip the participants with creative thinking skills.



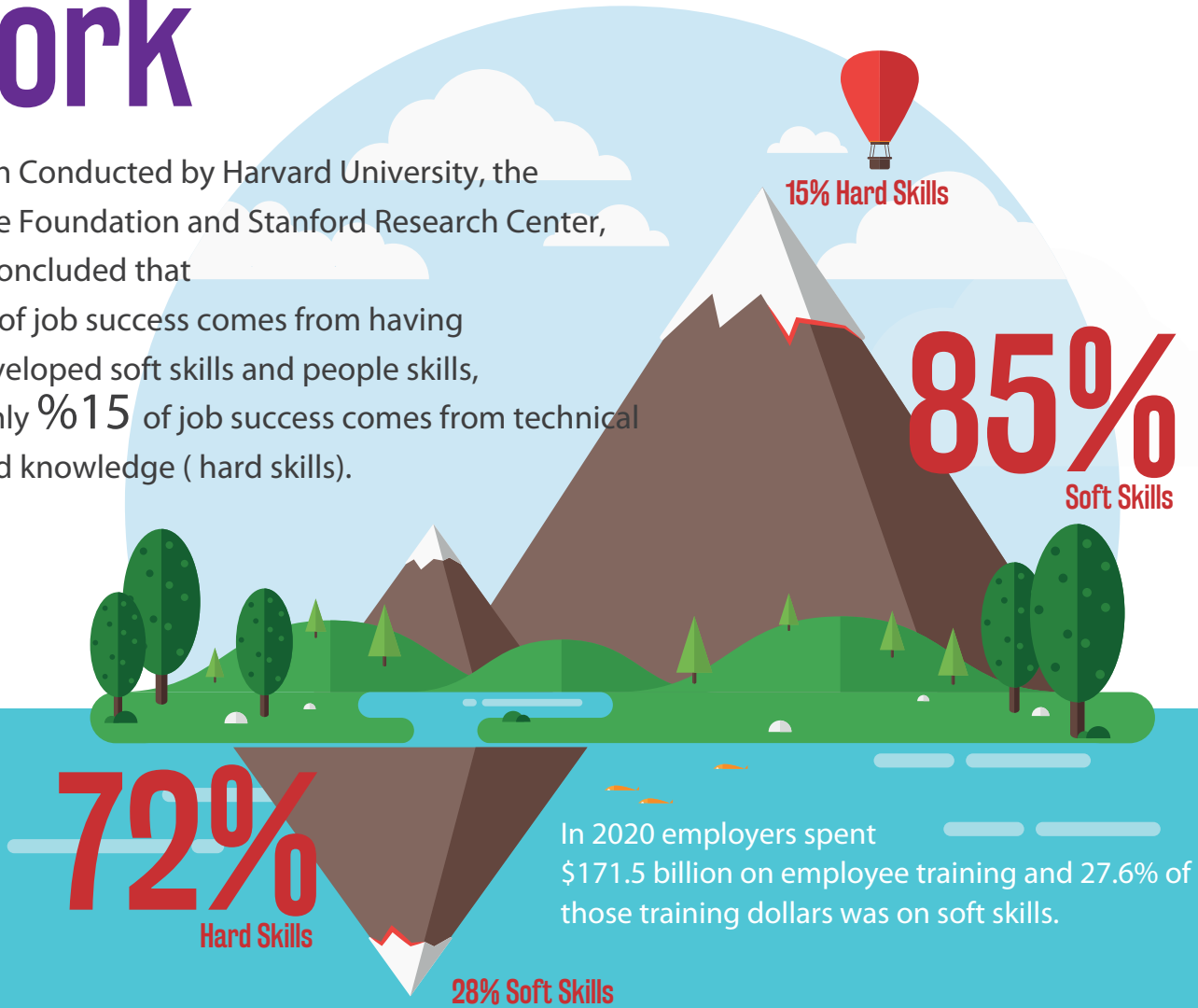
Instill the Ability to adapt and lead change.



Be proactive toward the e-service and other trends.

Scope of Work

Research Conducted by Harvard University, the Carnegie Foundation and Stanford Research Center, has all concluded that **85%** of job success comes from having well-developed soft skills and people skills, while only **15%** of job success comes from technical skills and knowledge (hard skills).



ACTUAL DOLLARS SPENT

Overview

Customer Service Toolbox



Productivity

That includes growth mindset, self management and a lot more.

Communication

That includes communication, persuasion, negotiation, presentation skills and a lot more.

Thinking Skills

That includes parallel thinking, creative thinking and critical thinking skills.

Emotional Intelligence

That includes practical applications of EQ at work place.

Sales

That includes cross selling, up selling and consultative selling skills.

The extra mile(s)



You can demonstrate your concern in the customer by introducing a system similar to the military rank system. An employee who passes a certain requirement places a badge in a certain color and can progressively upgrade with certain requirements.



Training Methodology

Role-playing



Training Films



Group Discussions



Coaching



Experiential learning

("How we train is What we train")

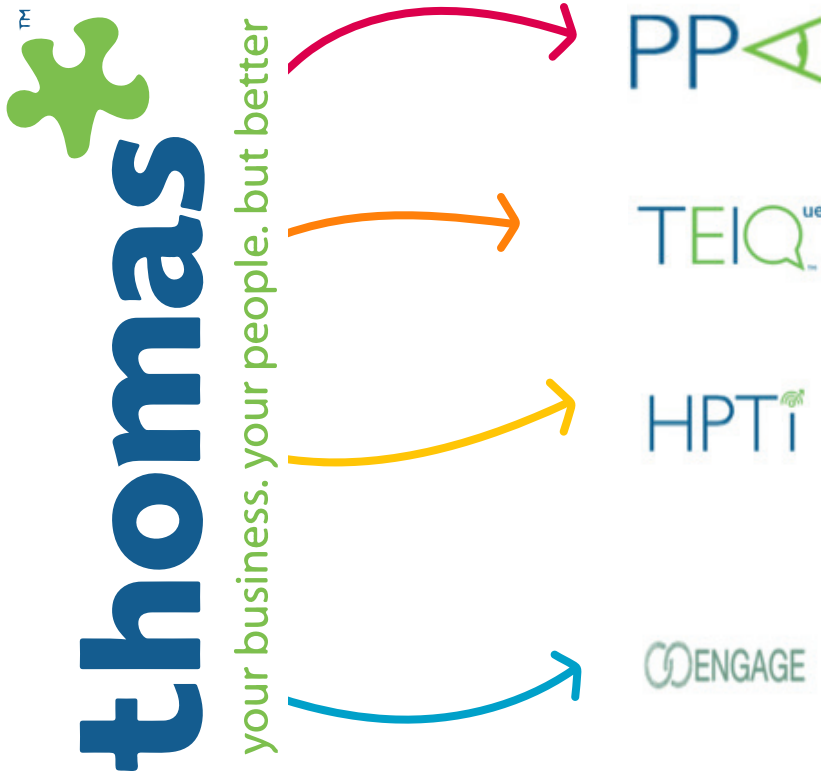


"Tell Me and I Forget; Teach Me and I May Remember;
Involve Me and I Learn."

Benjamin Franklin



Thomas Psychometric Tests



You have the option of using Thomas tests. A psychometric test aims to provide measurable, objective data that can provide a better all-round view of an employee's personality. It could be argued that psychometric testing offers some 'scientific' credibility and objectivity to the process of training. It perhaps provides a more fair and accurate way of assessing employees, as all employees will be given a standardized test. It might cost more to do it but it will save a lot in the long run.

The Personal Profile Analysis (PPA) provides a rapid and deep insight into a person's behavioural preferences and communication style.

The Trait Emotional Intelligence Questionnaire (TEIQue) measures 15 emotional traits concerning Well-Being, Self-Control, Emotionality and Sociability.

The High Potential Trait Indicator (HPTI) is a workplace personality assessment grounded in the 'Big 5' model, assessing traits that predict job success and risk for derailment.

Establish the levels of engagement within your organisation and identify actions to enhance employee wellbeing, motivation and productivity.



Delivered by: Muneer Abdulla

Education



Methodology

Experiential Learning Approach

Carefully selected exercises from +300 database.

Experience and Certifications



More than 20 years in the training field.

Master Trainer from many organizations.



MTa and Lego Serious Play facilitator.



Mars Venus Coach.



Paul Ekman Associate

Work in many projects in several sectors.

Memberships





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Contact Us:

+973 36 00 44 22

info@al-muneer.com

www.al-muneer.com

@almuneerhrd

