

Brand Marriage

A program on customer service and handling

Duration: 16 hours (2 man days)

Batch Size: 16-18

Level: Frontline and Junior service personnel

Overview: In this program participants learn and realize the value of sustained quality in after sales service. More importantly they will learn how their behaviour and interaction can impact the customers' perception of the brand, the organization.

Program Focus:

- Understanding customer service-
- Understanding Brand and the impact of service on brand-The 3R model
- Managing Self for improved customer interface
- Communication Skills
- Customer Etiquette
- Irate customer handling
- Customer Contact Program

DNA: Building apostles

