



Pakistan Global
Law Academy



Customer Services Excellence

FULL DAY WORKSHOP

COURSE DESCRIPTION

For creating new customers and to keep customer coming back to you , excellence in customer services is very important. Customer Service includes overall activities an organization undertakes in order to meet customer demands and making a customer completely satisfied through offered services. The ultimate ambition of excellence in services quality is to create brand loyal customers. Dedicated customers are created by offering personalized services. Likewise one unsatisfied customer will spoil the brand image wherever that customer will go. The core purpose of this training is to highlight the criticalities of customer services to the training participants and to prepare them with state of the art tools and techniques necessary for superior customer services.

**Teaching
Methodology
Includes
Group
Discussion**

LEARNING OUTCOMES

After the workshop, participant will be able:

- To understand the essence of customer services for an organization
- To understand the important techniques of customer service quality mandatory for optimum customer satisfaction
- To become aware of efficient measures for providing superior customer services
- To learn the smartness required to deal with annoyed customer

COURSE CONTENTS

- Core concepts practiced in services sector for customized customer service
- Importance of offering value added services while serving the customer
- Ensuring greatness in Service Quality
- Exposure of multiple types of customer behavior
- Making an unsatisfied customer satisfied through superior customer service quality

50+
INSTITUTIONS
TRAINED

**QUALIFIED &
EXPERIENCED
TEAM
MEMBERS**

Who Should Attend?

All Business Organizations:

- Business Development and Customer Services Professionals
- Branch Managers
- Operation Managers
- Customer Services Officers
- Anyone in an organization dealing with customers



Date of Event: 29th September, 2018

Venue: Karachi Gymkhana Auditorium

Timings: 10.30 am to 5.30 pm

Registration Charges Includes: Certificate of attendance, Lunch & Tea

Registration Fee: Rs. 13500 PP

Early Bird Discount: Rs.10000 PP For Registration & **Payment** by 31st August, 2018.

Group Discount: 12000 PP for two or more persons

Last Date of Registration: 15th September, 2018



FOR REGISTRATION

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