



ATENEUM DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS
CENTER FOR CONTINUING EDUCATION



Quality Management

ONLINE PROGRAM

CUSTOMER FIRST! THE ESSENTIALS OF CUSTOMER SERVICE

March 22, 2022 - March 23, 2022 | via ZOOM



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ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.



WHO SHOULD ATTEND?

Sales and Marketing, and Customer Service frontline personnel and supervisors of all industries

OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Understand the vital importance of the customer to the organization;
- ➔ Understand your role in achieving service excellence;
- ➔ Commit to develop a Customer First mindset and customer-focused behaviors;
- ➔ Identify different customer types and interact appropriately with them;
- ➔ Gain confidence in dealing with challenging customers; and
- ➔ Recognize the importance of proactively seeking out service opportunities.

CUSTOMER FIRST! THE ESSENTIALS OF CUSTOMER SERVICE

Customer service has evolved significantly over the last few years with the emergence of technology and digital platforms that provide quick and convenient service. However, for certain industries and situations, customers still crave authentic person-to-person interactions. When managed well, these interactions can lead to higher levels of satisfaction resulting to loyalty.

To be truly customer-centric, organizations must effectively manage all methods of interaction with customers to deliver excellent customer experience. This one-day program introduces service representatives and front-liners to the fundamental principles and techniques required for excellent customer service performance. As one of the more meaningful customer touchpoints, service representatives have a unique and challenging opportunity to influence customer perception and loyalty. In today's competitive market, excellent customer service is crucial to continued success for any service organization.

PROGRAM OUTLINE

I. Introduction

- A. Service excellence
- B. Customer experience and customer service
- C. The goal of customer service

II. Starting with the Customer

- A. Who are your customers?

- B. Adapting to different customer styles
- C. Customer expectations

III. Interacting with the customer

Because service encounters greatly influence customer experience, service representatives must effectively manage these interactions, sometimes with technology as their partner.

- A. Initial contact
- B. Collecting relevant information
- C. Meeting customer needs
- D. "Is there anything else"
- E. Closing the interaction on a high note
- F. Continuing service: Keeping in touch

IV. Dealing with challenges

Service representatives need to adopt a strategy that enables them to recover customer loyalty when things go wrong.

- A. The Service Recovery process

V. Telephone and email interaction

- A. Basic telephone and email etiquette

VI. Personal effectiveness and professionalism

- A. Personal grooming
- B. Communicating with customers
 - 1. Verbal
 - 2. Vocal
 - 3. Visual (body language)
- C. Self-confidence

RESOURCE PERSON



ANAMARIA M. MERCADO

Ms. Anamaria M. Mercado has over 15 years experience in the field of business development and management, particularly sales and marketing. She has handled products offered in retail consumer, office, and industrial markets, working initially as a sales representative and marketing analyst, and later as a business group head. She has worked with various customers and trade partners including distributors, dealers and retailers.

Over the last few years, Ms. Mercado has concentrated on full time training - facilitating courses in sales and its disciplines, customer service and Six Sigma.

Ms. Mercado has a degree in Business Economics and post graduate units In Professional Education from the University of the Philippines. She also has a Master's degree in Business Administration from the Ateneo Graduate School of Business.

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PROGRAM DETAILS

March 22, 2022 - March 23, 2022
Tuesday - Wednesday
1:00 - 5:00 PM
via ZOOM

PROGRAM FEE

Php 5,000.00 (*Early Eagle Rate until March 8*)
Php 5,500.00 (*Regular Rate*)

**Schedules and prices may change without prior notice.*

INCLUSIONS

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Completion

REGISTER NOW!

Ms. Grace Antiporda
(+63) 956 477 2371
gantiporda@ateneo.edu
sales.cce@ateneo.edu

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