

CERTIFIED

CUSTOMER SERVICES REPRESENTATIVE

THE QUALITISTS® CERTIFIED

INTRODUCTION

In the immortal words of Ron Kaufman **“Strong service skills are the foundation for success.”** To achieve the desired standard of service and Quality, a work force with Qualitative set of skills is the key.

The Qualitists® a UAE based training & consultancy firm offers a 120 credit hours comprehensive training program **“Certified Customer Services Representative”** which duly approved and endorsed by Pakistan Society for Quality Management®. The Qualitists® has been involved in training and consultancy since 2006 in the fields of management training, quality management, integrated management, aviation & service quality. We have also ventures with various national and multination organization including, Pakistan Society for Quality Management®, CATTs (UK), 360training.com, Inc. (USA), Global Capital Group (UK) & The Chartered Institute of Logistics & Transport-UK (Pakistan Council).

The Qualitists Virtual University We have recently launched our portal for “Online” continuing education in collaboration with a US based solution provider. With the launch of “The Qualitists Virtual University”, The Qualitists has become a true Online Education provider in Pakistan and there are more than 150 online, interactive, multimedia and self paced courses which are first of its kind with the state-of-the-art automated learning and testing systems. The intelligent course players allows the customers to enjoy the learning experience with ease and comfort from pre-assessment, learning, lesson quizzes, re-tests & final exam till the issuance of an internationally accredited & accepted certificate through our Virtual University.

WHO ARE OUR SATISFIED CUSTOMERS?

More than 200 professionals from more than 55 Quality focused organizations have benefited from our training programs such as United Bank Limited, Nestle’ Pakistan Limited, Islamic Investment Bank, Globe-Link Shipping, Pak Shaheen Group of Companies, Agha Khan University Hospital, University of Karachi, Karachi Luminar, FIA Govt. of Pak., MultiNet Broad Band, UNIX Shipping, MALI Apparels, Mahan Air (Iran), SUPARCO, Alasr International, Sigma Motors, Geo TV Networks, Habib Bank Limited, Union Bank Limited, Pakistan International Airlines Corporation, Mobilink, Hinopak Motors Limited, Karachi Port Trust, Pakistan Petroleum Limited, IGI Insurance Limited, Arif Habib Investment Bank, Pakistan Army, Agility Logistics, TNT Express, BOC Pakistan Limited, Siemens Pakistan Limited, Thal Engineering Limited, National Shipping Company of Saudi Arabia, World Trans Pakistan, Cyber Internet Services, Airblue, Brooks Pharmaceuticals, ARPATECH and many other Entrepreneurs.



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WHO SHOULD ATTEND?

Those organizations who are dedicated upon improving and maintaining the highest level of service can benefit from this course by nominating their front line staff and junior executives in this training. The course helps to build foundation for excellence by providing participants the knowledge of Quality concepts and great customer services.

The principal target audience is the business and commerce graduates, junior executives, customer services representatives, customer contact persons, call centers & sales professionals and those who want to learn the concepts and applications of Customer Services & Service Quality for optimizing the benefits of the business and carry out continual improvement in their products and services in a competitive business environment. The course is also a great help to young entrepreneurs aspiring to enter the business world with the set of qualitative skills that is globally accepted in the marketplace.

CURRICULUM

The curriculum is designed and developed by the experienced Service Quality & Customer Services Experts. The course is to provide an understanding of how customer experience differs from customer service and result in customer loyalty. It provides a practical understanding of the value and case for the development and delivery of a customer experience strategy. Furthermore this course is duly approved and endorsed by Pakistan Society for Quality Management®.

FACULTY

This Course is taught by PhDs, Certified Quality Managers, Business Management Professionals and Consultants from industry and academia.

METHODOLOGY

Facilitation, Presentations, Case Studies, Role Playing and Course Work & Assignments.

CERTIFICATION

Successful candidates shall be awarded the certification by Pakistan Society for Quality Management® and The Qualitists®.

TRAINING DATE, TIME AND VENUE

The subject course is an evening program for six days of intensive training each week. The timings will be 1800-2100 Hrs at **The Qualitists®, Suite 616, 6th Floor, Anum Blessings, Block 7/8, K.E.C.H.S, Adjacent to Duty Free Shop, Karachi.**



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BODY OF KNOWLEDGE

Principles of Management (6 Hours)

Management Theories, Styles & Tools, Interdependence of Functional Areas of Management, Business Environment, Management Approaches, MBO and Managerial Skills.

Customer Services (12 Hours)

Types of Customers and Customer Services, Creating Excellence Through Customer Services, Service Competencies, Understanding Customer Needs, Value Your Customer, Customers' Point of View, Commandments of Customer Services, Dealing With Different Types of Customers, Dealing with Difficult Customers, Environmental Effect on Customers & Customer Services, Changing Customers' Experiences, Globalization & Customer Services, Functional Area of Customer Services, Barriers of Customer Services, Behavioral Strategies for Customer Services, Developing Customer Centric Culture and Identifying Help Signals.

Complaint Management (6 Hours)

Taking, Handling & Managing Customer Complaints, Complaint Management Process, Complaint Management Systems, Complaint Management Standards, Behavioral Aspect of Complaint Handling, Root Cause Analysis, Complaint: Problem or Opportunity, Effective Complaint Resolutions, Follow-Ups and Feedbacks.

Call Center Management (12 Hours)

Types of Call Centers, Do's And Don'ts of Call Centers, Call Dynamics, Call Handling Tools, Call Components, Etiquettes For Call Opening, Call Hold, Call Transfers, Call Conference, Call Parking and Call Closing, Managing Cold Calls, Pre & Post Call Procedures, Telephone Courtesy, Online Netiquettes, Call Center Technologies: ACD, CMS, CRM, CTI and IVR, Call Center Appraisal, Team Management, Goal Settings, Benefits And Drawbacks of Call Centers, Stress Management, Information Management and Inter-Cultural Communication.

Managing Sales & Selling Skills (12 Hours)

Introduction to Sales, Skills for Sales Success, Types of Selling, Modes & Mediums of Sales, Impression Management, Prospects to Customers, Buyer-Seller Relationship, Managing Leads and Appointments, Behaviors, Body Language & Personality Traits for Sales Person, Understanding Buying Signals & Buyer's Behaviors, Reading Body Language, Need Assessment, Qualification and Closing, Negotiation Skills, Conflict Resolution, Follow ups and After Sales Services.

Introduction to Quality & Quality Management System (6 Hours)

Quality & its Perspectives, Quality Guru's Principles, Quality Management System, Quality Philosophies, Quality Mission & Policy, Strategic Quality Planning, 8-Principles of ISO9000 QMS, Quality Introduction to the Standards of ISO9001:2008, Management Responsibility in Quality Effort, Quality Objectives and Quality Improvement.

Customer Relationship Management (3 Hours)

Customer Identification, Customer Perception of Quality, Principles of CRM, Customer Satisfaction Tool Kit, ASCI, Voice of Customer and Techniques, Multiple and Diverse Customer Management, SMART Goals Setting Techniques and Moment of Truth.

Management of Service Quality (6 Hours)

Scope of Service Industries, Vectors of Quality of Services, Quality Characteristics of Services, Determinant of Service Quality, Human Factors in Service Quality, Characteristics and Measurement of Service Quality, Service Quality Improvement, Vision, Values & Mission and Imperative to Service Quality.

Business Ethics (3 Hours)

Sources of Ethics, Foundations of Ethics, Importance of Ethics, Approaches to Ethics, Global Ethics, Practicing vs. Talking Ethics, Ethical vs. Unethical, Professional vs. Ethical Behaviors, Application of Ethics and Ethics in Customer Services.



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Essential Soft Skills (6 Hours)

Problem Solving, Communication, Personal Qualities, Work Ethic, Interpersonal Skills, Team Work, Managing Routine Tasks, Skills Required for Resume Writing, Negotiation Skills, Peer Relationship, Dealing with Bosses, Dealing with Customers, Dealing with Uncertain Situation, Time Management Skills, Professional Networking, Dealing with Conflicts at Work, Dealing with Criticism, Gender Biasness, Sexual Harassment, Dealing with Disabled Colleagues, Managing Your Work-Desk, Managing Your Front Desk, Dealing With People at Social and Professional Gatherings, Organizing Business Meetings, Self Motivation, Self Assessment, Driving your Attitude, Public Relationship Management and Emotional Intelligence Quotient (EQ).

Business Communication (9 Hours)

Communication Process, 7 C's, Barriers of Communication, Types and Categories of Communication, Application of Communication, Styles of Communication, Business Correspondences, Writing Business Letters, Business Meetings, Types of Business Messages, Business Reports and Proposals, Technology & Communication, Using Emails for Business and much more.

Making Powerful Presentations (6 Hours)

Anatomy of Business Presentations, Use of Visual Aids, Use of Humor, Audience Attention & Attention Distraction, Understanding Audience, Overcoming Stage Fright, Confidence Building, Body Language, Controlling Postures, Gestures, Voice and Tones, Public Speaking, Back up Plans, Tools and Techniques for Successful Business Presentations.

Time Management (3 Hours)

Principles of Time Management, Benefits of Time Management, Application of Time Management, Priority Setting, Using Pareto Principle, Making a Time Plan, Conducting Time Audit, Time Management Tools, Obstacles in Time Management, Technology and Time Management, Time Management and Work Overload, Time Management & Productivity, When to Say "No" and When to Say "Yes", Time Wasters and Meeting Deadlines.

Work-Life Balance (3 Hours)

Theories of Stress Management, Health Impact on Prolonged Stress, Benefits of Relaxation & Meditation, Methods & Techniques for Relaxation, Ergonomics for Office Workers, Stress Points, Staying Balanced Under Pressure, Sources of Stress, Diet & Stress and Techniques for Avoiding Stress.

Interpersonal Communication (3 Hours)

Face-to-Face Communication, Listening, Questioning, Empathizing, Speaking, Negotiating, Proposing, Interviewing, Responding, Understanding, Confronting and Preventing Conflicts, Building Rapport, Improving Listening Skills, Powerful vs. Powerless Speech, Perception in Communication, Verbal and Non-Verbal Communication, Use of Emotions, Inter-Cultural Communications, Self Disclosure and Sharing Personal Information.

Business & Corporate Etiquettes (3 Hours)

Sources of Etiquettes, Importance of Etiquettes, Components of Etiquettes, Factors of Corporate Etiquettes, Appearance and Attire, Conduct at Work, C.E Impact, Etiquettes in Dealing with Customer, Etiquettes in Dealing with Co-workers & Bosses and Mannerism.

Attitude Development (3 Hours)

Driving Your Attitude, Changing Attitude with Changing Environment, Attitude at Work Place, Negative vs. Positive Attitude, Optimism vs. Pessimism, Positive Attitude from Behavioral Science's Perspective, Ice-Berge Phenomena and Your Attitude, Energy Quadrant Concept in Attitude Development, Changing Mindset and Attitude Leads to Success.

Body Language for Business (3 Hours)

Postures & Gestures, Facial Expressions, Hand Shakes, Eye Contact, Smiles, Distance, Position of Hands, Arms & Legs, Reading, Understanding, Interpreting and Responding to Body Language, Using Body Language for Professional Success, Professionally Appropriate Nonverbal Communication at Work and Potential Conflicts Presented by Unintentional Nonverbal Communication.

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SPECIALS

During the course, the participants will be enlightened by guest speakers invited from the industry who will share best contemporary Quality and Business practices in vogue.

The participants will also get a handsome discount on every course taken from ***The Qualitists Virtual University***.

HOW TO ENROLL?

To enroll for the program please fill in the enclosed form and submit it along with the Bank Draft / Cheque of **Rs. 15,000/=** per delegate excluding any taxes in favor of **The Qualitists**. **A 10% discount applies for more than three nominations from same organization/professional or social group.** Fee inclusive of tuition cost, copyright protected course material, hand outs, books, refreshments and award of certification to successful delegates. Minimum qualification is graduation with good grades and passion to excel through learning. The registration form can also be downloaded from www.qualitists.com.

A special discount will be given to members of Pakistan Society for Quality Management®.

CONTACT US

Address: The Qualitists, Suite 616, 6th Floor, Anum Blessings, Block 7/8, K.E.C.H.S, Adjacent to Duty Free Shop, Karachi.

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