

Globe Training Centre – (GTC)

Customer Care Excellence

(Workshop Curriculum)

Training Objective/ Out Come:

At successful completion, participants should be able to:

- Describe the importance of customer care
- Understand the importance of caring for customer
- Develop a customer care culture in the organization
- Develop a running procedure towards excellence in customer service

Content:

- **The Concept of Customer Care**
- **Principle Guide Lines of Customer Care**
- **Improving Standards – Customer Care**
- **Customer Care and Organizational Process**
- **Setting up Customer Care Programme**
- **Conditions for Effective Customer Care Programmes.**

Training Method: Presentations, Discussions, and Group Activity.

Duration: 01 Day (08:30 a.m. – 03:30 p.m.)