



## Creating the Repeat Customer

Duration: One day

Time: 9am – 4pm

For: Service Providers

### PROGRAM OBJECTIVES

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At the end of this workshop, participants will have a heightened awareness of the importance of world-class customer service in enhancing the organization's brand in the public domain

### METHODOLOGY

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Workshop consists of lecture/discussions, visual aids, individual and group activities.

### Content Domain

Stroking strategies:

- ◆ Verbal and Non-Verbal Strokes

Responsiveness strategies:

- ◆ Components of Empathy
- ◆ Empathy vs. Sympathy
- ◆ Empathy as step two in the seven-step approach to handling customer complaints successfully.

Courtesy Strategies:

- ◆ Components of courtesy
- ◆ The value of the Smile

Listening Strategies:

- ◆ Attentive, active, and objective listening

Case Study of a Stroking Organization

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