

**Don't Focus on Competition,
focus on customer.**



Certificate Course in
Customer Engagement
Skills

**Show value, create an experience and always
strive to exceed customers' expectations**

About Customer Service Industry

There is hardly any other sector of the global economy that has grown faster than the Indian Customer Support Field. Businesses in India can reap the most rewards by providing excellent service, as 78 per cent of consumers have spent more with a company because of history of positive customer service experiences.

This trend is picking up as 86 per cent of Indian customers have expressed willingness to spend 23 per cent more with a company they believe provides excellent customer service as against the global average of 66 per cent who are willing to spend 12 per cent more," said the American Express 2014 Global Customer Service Barometer Survey.

Challenges

- **Having no solution to the customer's problem**

- **Transferring calls to another department**

- **Dealing with angry customers**

- **Exceeding customers' expectations**

- **Serving multiple customers at the same time**

- **Reply/resolution times are slow**

- **Failing to understand what customers want** - Customers can have a hard time explaining what they want. They may not know the technical jargon to tell you exactly what the problem is.

- **Lack of Technology Adoption** - The availability, feasibility and adoption of technology is the major challenge faced by the Indian Market.

- **Ever-increasing customer demand** - These days because of Globalization awareness among the customers is increasing. Customers psychology is changing and becoming more demanding.

- **Scarcity of Skilled Workforce** - Unfortunately, there are very few specific courses for retail industry.

Solutions

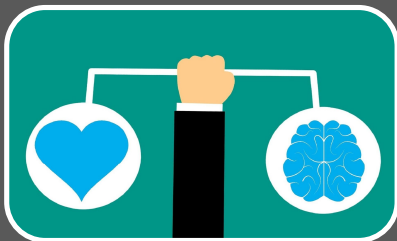
Customer service challenges don't go away. But if you don't handle them correctly, they could cost you some customers. Disappointing them costs you customers and generates negative word-of-mouth advertising. No business can afford that. Instead of disappointing customers, turn service challenges into relationship-building opportunities. Prepare your team to handle these challenges in advance. That keeps customers satisfied and retains their business, boosting customer loyalty and increasing profitability.

Benefits of the Solutions

Customer service is both a type of job and a set of job skills. As a job, customer service professionals are responsible for addressing customer needs and ensuring they have a good experience. As a skill set, customer service entails several qualities like active listening, empathy, problem-solving and communication. Employees in these client-facing positions use customer service skills. Customer service is used in many jobs at every level.

Why is that beneficial to YOU?

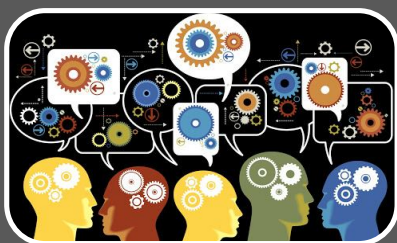
A customer support job can be a fantastic first step on the path toward a successful career — in almost any business function you might be interested in. Working in customer service can be extremely rewarding. You help people achieve goals and play a direct role in customer success. And, the professional skills you develop in this field can be applied to any career you pursue. Most people look at customer service as an entry-level role. But, while there are many frontline jobs available in customer support, there are also plenty of opportunities for people who have more experience. Whether you're just getting out of college or taking a new direction in your career, customer service teams offer a variety of unique positions and benefits that can match exactly what you're looking for.



Develop Your Emotional Intelligence



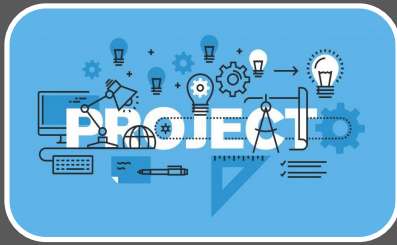
Learn Your Product or Service, Inside and Out



Build Transferable Skills



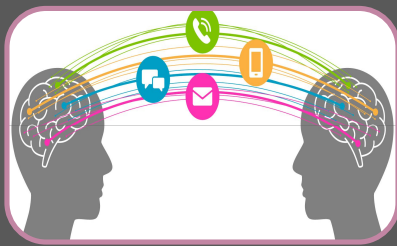
Educate Customers Without Selling



Develop a Side Project



Learn How to Effectively Solve



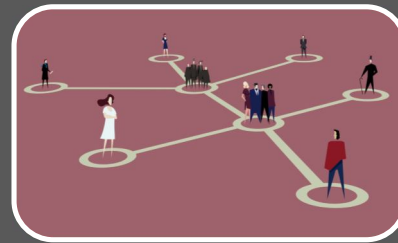
**Master Different Communication
Mediums**



Collaborate with a Diverse



Learn to Work Remotely



**Build a network within your
organisation**

**You help people achieve goals and play a
direct role in customer success**

Why A Customer Engagement Skills Program is Important Before You Join the JOB

Studies have shown that these people skills are linked more closely with success in the workplace than cognitive intelligence - especially when it comes to management. Starting your career in customer support sets you on the right track for building and growing these skills. (Plus, they're helpful for effective interpersonal relationship communication and collaboration, too.)

Customer service training can be applied to many different situations. While the idea is consistent across the board - train you to serve and delight - specific training methods and practices will vary depending on the circumstance.

If you see Customer Service as a great career option for you in the recent years - you have a chance to refine yourself. A Customer Support Skills training program can help transform your passion and intent into a transformation.

Customer Service isn't just a career now. As an aspirant, you need to think more about the difference you are going to bring to this sector that caters to and impacts the lives of a huge population of the country.

**Ready to start your
CUSTOMER SERVICE
Career?**

Why with us?

EDUBRATE is an institution that effectively bridges the gaps between individual talent and capabilities with the actual dynamic demands of the Customer Service industry. Edubrate of Customer Service training aims to create a primary resource centre for all retail manpower specialization. The curriculum structured by industry experts, include classroom lessons, case studies, interactive sessions, role plays, exercise, workshops, project and group activities. Our programs in Customer Service are commercially relevant, ensuring that the students maximize their employment and growth prospects.

**Studies have shown that these people skills
are linked more closely with success**

- **Assess customer service attitudes and set goals**
- **Make heroes out of your frontline service people**
- **Amaze customers with every interaction**
- **Build rewarding customer relationships**

• **Very Low Cost, High Productive Resource** - Our training courses are brought to you at the most affordable price and led by passionate instructors who can inspire in you the determination to do your best.

• **Interactive Teaching** – Learning Methodology The teaching-learning process used for the programs is totally interactive.

• **Experienced Faculty** The faculty consists of experienced trainers with rich domain expertise, who make it an enriching learning experience for all our students.

• **Career oriented Course Content** A very important factor which has been kept in mind while designing all the course content is to make it relevant for the industry's needs. With these courses you will get a head-start in your career. Curriculum designed and updated as per Industry requirements

• **This certification** carries professional recognition in the service sector.

**above all, EDUBRATE has
proven to be one of India's
most trusted Customer
Engagement Skills
training institutions.**

About Customer Engagement Skills Program

To give an excellent after-sales-service experience to its customers, client identified the need of a training and development program for their customer care executives so that they could exhibit best soft skills and technical expertise while dealing with walk-in customers. The objective of this training program was to have a well-trained service force which could ensure positive engagement with consumers and avoid any service failures.

Success of the training was dependent on how relevant content could be developed, and delivering it in an effective manner

- Deployment of a team of experienced and qualified subject matter experts for both technical and soft skill trainings
- Preparation of engaging content and a comprehensive training calendar in close coordination with the client
- Comprehensive process design for both training content development and training delivery

Key Highlights

- **Course Duration:** 1 Months / 3 Days a week / 2 Hrs. Per Day / Weekend batch.
- **Mode of Delivery:** Blended Mode & Classroom Mode
- **No of Hours:** 12/15 Hours (Overall)
- **Projects:** Industry Driven Projects & Case Studies
- **Level:** Basic to Advanced

Program Curriculum

- **What & why of Customer Service**
- **What is customer experience**
- **Stages of Customer Experience**
- **Positive & Negative Moments of Truth**
- **Customer Satisfaction to Customer Loyalty**
- **Essentials for providing good customer service**
- **Handling Angry & Dissatisfied customers**
- **The DON'Ts of Customer Service**

- **The Importance of Building Long-term Customer Relationships**
- **The Importance of Customer Feedback and Complaints**

- **Communication Skills**
- **Dealing with Difficult Customers**
- **Telephone Techniques**
- **Solving Customers' Problems**
- **Verbal Communication Techniques**
- **Who Are Your Customers?**
- **Asking the Right Questions**
- **Developing a Script**
- **Negotiation Techniques**

- **Case Studies and Role Play**

Who Should Pursue?

Customer Service offers jobs for candidates from all fields comprising Engineering, Finance, Computers, Law, Marketing, Technology, Graduate, Post Graduates and so on. The candidates from any field of education can apply for Customer Service Job.

- Fresher / Working professional seeking a career in Customer Service
- Below 40 years of age
- Any undergraduate / Graduate who wish to undergo the training

Eligibility Criteria

Careers & Remuneration

Customer care executives work for a variety of businesses, since many types of companies focus on maintaining good relationships with clients. For customer service jobs, you need only a high school diploma and a willingness to handle customers from all walks of life. As many of these jobs become more specialized,

you might consider taking it upon yourself to read the job descriptions



Retail Customer Service Representatives: Retail stores (both physical location and online stores) rely on their employees to provide a high level of customer care at every level. Cashiers, salespeople, management, and billing departments are examples of customer service jobs in a retail setting. Even in retail, many companies are hiring remote customer service representatives, which gives more of their workforce the chance to work from home.

Guest Services Representative: The hospitality industry is similarly reliant on guest services employees to maintain their reputation. Restaurants and hotels are staffed largely by employees in the service of providing the most satisfying experience to their clients.





Receptionist: Front-office greeters, or receptionists, are common to all business offices, including insurance companies and medical offices. They are all essential to providing information and services to clients, customers, patients, and even fellow staff members

Technical Support Representative: Yet another category of customer service jobs is in the technology and computer assistance field. These jobs may require more specialized education and/or on-the-job training. Technical support representative jobs are growing fast at a rate of 10% until 2028



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Career Paths

Explore the most common career paths for Customer Care Executive



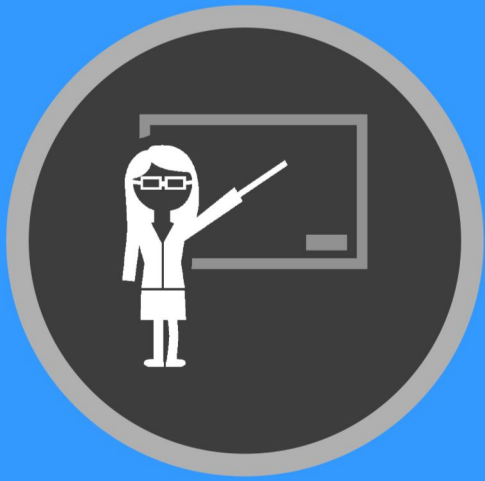
Pay Packet?

Employees with Customer Care Executive in their job title in Mumbai, Maharashtra earn an average of 22.5% more than the national average. An entry-level Customer Care Executive with less than 1 year experience can expect to earn an average total compensation (includes tips, bonus, and overtime pay) of ₹182,017 based on 265 salaries. An early career Customer Care Executive with 1-4 years of experience earns an average total compensation of ₹215,943 based on 712 salaries. A mid-career Customer Care Executive with 5-9 years of experience earns an average total compensation of ₹290,080 based on 121 salaries. An experienced Customer Care Executive with 10-19 years of experience earns an average total compensation of ₹330,000 based on 31 salaries.



Cost Effective

True to our vision we intend to reach out to maximum candidates to bring out the best to our society. With nominal fees for all. we would like to welcome all with a smile and have a happy beginning to their career.



Our Empowering Faculty

The level of knowledge of the instructors is one of the important factors to consider before choosing the any course. In banking courses, instructors have accomplished industry leaders that are affiliated with reputed institutions.



Talk to us

We can help you with course & career questions.



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Explore More

Get in touch any time, there's always room for more talent. Reach out, connect and learn



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