



**Center for
Executive Education**

TRANSFORMATIONAL LEADERS FOR A RE-IMAGINED FUTURE

CUSTOMER SERVICE MASTERY

FROM BOARDROOM TO FRONT LINE

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CUSTOMER SERVICE MASTERY: FROM BOARDROOM TO FRONT LINE

Customers are the secret sauce to organizational success and unlocking their loyalty is an art and a science. In our new Customer Service Mastery (CSM) course, we don't just deliver information; we focus on transformation. "From boardroom to front line" is not just a tagline but a philosophy that guides our curriculum. This course is not just about teaching concepts but empowering executives to implement strategies that revolutionize their customer experience. Join us, and let's turn satisfied customers into loyal advocates.

Why CSM at USIU-Africa?

The Customer Service Mastery (CSM) certification course is based on the 5-pillar method. This is a framework with 5 pillars, each focusing on specific soft skills aimed at winning customers' hearts.

The course guides organizations on how to reduce friction in the customer journey with minimal resources and it takes attendees from customer experience journey mapping to the implementation of strategies aimed at delighting the customer. This highly interactive course is divided into six modules over 4 days (6 hours per day).

What sets us apart?

Proven Methodologies

This program utilizes a unique framework that examines customer service from the perspective of five pillars. Each pillar delves into tested, tried, and true models, and instructors break down each model to make it digestible and easy to understand. The program harnesses the power of storytelling to bring the models to life, enabling attendees to apply the lessons practically in the workplace.

Workshop-style interactive classes

Our classes, both In-person and Online, are small, allowing attendees to interact with both their peers and instructors to share ideas and receive feedback. This ensures that the program maintains a high quality. Real-life business Case Studies and simulations are used to enhance learning transferability to the workplace.

Focus on Self-care

Undoubtedly, the responsibility of catering to customers can be emotionally taxing, highlighting the crucial need for employees to prioritize their mental well-being. This program delves into positive intelligence, equipping attendees with valuable tools to navigate stress and handle challenging situations. Our course empowers individuals to manage these pressures effectively, ensuring they don't become mentally drained in the process.

Focus on Experience not just Service

The course focuses on shifting the mindset from delivering service to orchestrating exceptional customer experiences. This involves understanding the emotional journey beyond transactions, building genuine connections, and fostering brand loyalty.

Innovation and Future-proofing

The course delves into emerging trends and the future. It discusses how customer service is evolving with new technologies and changing customer expectations, preparing executives for the future of customer interactions.

Going Beyond the Training Room

Following each module, the participants will generate action steps to implement once they return to the workplace. The STOP, START, CONTINUE framework will guide the Action Plan.

A follow-up on the Action Plan with the participants will be agreed upon.

What will you learn?

- **The Psychology of Customers:** To deliver exceptional customer experiences, employees must have an insight into the customer mindset. Understanding of the Customer Service Trinity and the Head, Heart and Hand model introduces the employees to the “Why” of customer excellence.
- **Customer Experience Journey Mapping:** Attendees map their organization's customer experience journey, focusing on TEA: Touchpoints, Emotions, and Action points.
- **The Human-Process-Human Principle:** This emphasizes on the human touch in customer interactions, using primacy and recency laws; discuss small touches for memorable visits, minimizing complaints, and enhancing experiences.

- **The Communication Toolkit:** This toolkit, grounded in Eric Berne's Transactional Analysis theory, advocates maintaining an Adult communication mode in customer service for confident and respectful interactions.
- **Complaints:** We look at the Ultimate formula for resolving customer complaints, known as LAQUEST
- **Mental Self-care:** This module draws content from Positive Intelligence and it explores the concept of 9 saboteurs that can undermine our mental well-being when triggered and how we can consciously shift to Sage mode.

Target Audience

- C-Suite executives & Business Level Executives (Directors, Vice Presidents, General Managers).
- Functional level executives (Customer Service Managers & Practitioners, Marketers, Sales professionals, Business Developers, and Human Resources Practitioners).
- Entrepreneurs & Business Owners

MODE OF DELIVERY:

In-person / Online

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To apply visit or scan:

<https://forms.gle/g5aVnZxSTQgjEVvp7>

