Outline

* Introduction: Vision and Mission of the Bank

\*How does my job fit in with the Bank’s Vision and Mission?

* Customer Service

\*Facts about Customer Service

\*Who are your customers?

\*Why do customer quit?

* Attitude Matters

\*What is your Attitude towards Customer Service?

\*What is Attitude?

\*What is Paradigm?

* Listening is an essential skill

\*Listening, a Customer Service Skill

\*Empathy

* Excellent Customer Service

\*How does it apply to each one of us?

\*Four steps to Customer Service Excellence

\*Why do customers complain and what do they do?

\*Reasons why customers complain and what they do.

\*Facts necessary in handling complaints.

\*Facts about angry /complaining customers.

\*Taking the HEAT – a process of handling complaints.

* Wrap Up.

\*Summary of the program

\*Personal Action Plan and Roadmap

**Customer Service Excellence -Championing The Bank Clients**

**Course Overview**

Excellent Customer Service is not an optional, but a must. Neither is it one-time nor occasional, it should consistently delivered by all in the organization (Bank). It is a sure way to identify potential cross sales and it identifies potential causes of costly problems.

At the end of the seminar –workshop, it is expected that the participants:

* Revisit their role/s in the bank and why this is important in the overall vision and mission of the bank.
* Define Customer Service Excellence and its impact to the organization and their customers.
* Identify and profile who their customers are - whether internal or external.
* Verbalized why Customer is the King and King of the bank – the lifeblood of the organization.
* Understand the customer satisfaction means business success.

PRESENTATION METHOD: Presentation, Discussion, Role Play, Case Studies, Workshop, Individual and Group Activities, Pre-Seminar Assessment, Post Seminar Assessment

**SCHEDULE**

**Date:** Oct 04-05, 2018 (Thu-Fri)

**Venue:** Gov. Licaros Hall, RBAP, Intramuros,

**Time:** 8:30am to 5:00pm

RESOURCE PERSON

**Luz Cielo C. Santos**

Bank Trainer –Consultant –Facilitator for Service Quality & Customer Relationship Management

**SEMINAR FEE**

**1. For Member -** P4,600/per person

**2. Non-Member/Delinquent –** P5,100 / per person

**MODE OF PAYMENT**

Check payable to:

**Rural Bankers Research & Development Foundation Inc.**

Non-Refundable commitment fee of ~~P~~2,300.00 per participant.

Bank: LBP – Intramuros, Branch

Account Name: RBRDFI

SA No. 0012-1046-26.

Telefax (02) 527-2969 /527-2980

**EXPECTED PARTICIPANTS**

Branch Manager, Relationship Manager, Front Officer, Tellers, Loan Officers, and Marketing Officers /Staff.

**DEADLINE TO SUBMIT**

**REGISTRATION:**

**Oct. 28, 2018.**