

CUSTOMER SERVICE

The primary reason for starting any business is to serve enough people to generate a profit. Good to great companies recognize that it is not just enough to have a great product/service, the way it is presented to the end-user is vital. Every product/service is actually nothing but perception. It is what the customer sees it to be. The aphorism "The customer is king" still holds true. To this end, a company that wants to remain on cutting-edge effectiveness cannot underestimate the importance of excellent service delivery to the customer. The objective of great customer service is not just to get the customer to buy but to also see that he is satisfied enough to make him want to remain loyal to the product/ service. The Law of Validation implies that the best advertisement for any product is a satisfied customer.



Contact us at +971 4 3453250 for more information

Time: 9.00am to 5.30pm

Venue: SineWave Consultancy, Office 402A, Falcon Gallery Building, Al Mina Road, Dubai.

Price: AED1200.00 per person

Contact Person: Nazira

Time commitment: 1 ½ Days (9:00 am to 5:30 pm; 9:00 am to 12:00 pm)

Subjects Discussed include:

1. The 21st Century Customer
2. Beyond Customer Satisfaction
3. The Law Of Validation
4. Practical workshop session on Customer Loyalty strategies