

## TITLE

# Rapport Building in Customer Experience

## COURSE OVERVIEW

Since leveraging the tools of the Customer Experience program is the only way to create repeat (loyal) customers, building and maintaining a strong relationship with customers is a very critical point.

In this course, you will learn how to build a good - solid - relationship with your customers by paying attention to their needs, being positive and empathetic with the customer, relating your own experiences and smoothing out their concerns.

## COURSE DURATION

4 hours

## DELIVERY FORMAT

Classroom

## LOCATION

Classroom: 188 Syngrou Andrea Avenue, 17671 Kallithea Attica & e-class platform

## COURSE OUTCOME

You will receive an ARKIAS ACADEMY Certificate.

## COURSE CONTENT

### **Customer focus: paying attention to the customer.**

When you focus on the customer, (result: you build a relationship of trust)

### **Focusing on the customer: the Relationship with customers.**

When you show the customer that they mean something to you (result: they feel recognized and valued)

### **Focus on the customer: being positive.**

Friendly and pleasant professional who builds and strengthens relationships (result: makes you and the business a pleasant environment to work in)

### **Empathy with customers: Conveying your experience.**

Knowing what is good for your clients! (result: customer feels heard and understood).

### **Empathy with customers: Reflecting on the feeling.**

Good customer service requires empathy, create satisfying relationships with your customers (result: see things from their point of view)

### **Customer Empathy: Dealing with difficulties.**

Dealing with difficulties is a big part of being an empathetic business (result: it's important to reassure customers that they are not alone)

### **Exercise: Building relationships with customers (simulation)**

In this exercise, you need to show how you use strategies and tools to build relationships with customers.