



JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

**Customer Service Training and Quality Support
2 Days Training**



Retail Customer Service Skills Training Program

OVERVIEW



Do you wonder often if the staff would sell more or serve the customers better, maybe with more sensitivity? Do you sometimes think, that the staff would be more empathetic, understand the customer's needs and win the customers for life? If the answer to any of these thoughts or questions above is yes then keep reading. We often wonder if the store would have motivated top-performing employees and keep finding our answers as to how to make that happen.

How can I improve my customer service skills in retail?

Customer happiness is at the center of every organisation. Branding and reputation is very critical factor when it comes to retail organisations. In today's times, remarkable customer service is what is required. Customer Loyalty and relationship building is what are at the core of customer retention. Organisations strive to work towards the pillar of growth at the center which is to create happiness and loyalty with their customers. With so many brands and organisations being there, it is only when a friend recommends you or refers to you or mentions an experience with a particular brand that the individual decides to try it. The question often remains that how to make the customer recommend you or give you amazing feedback for your service.

Customers in 2021 expect much more than just troubleshooting and are looking for brands that exceed their expectations. The stakes are very high these days and it doesn't make the customer much time to forget a particular brand and jump to another. It is said that maximum customers, and maybe more than 75 % of customers would say that extraordinary experience is what the customers are looking for. Today, the lifestyle is given more importance. The new mantra now and in the future is less pricing and more quality and best service. Customers expect expertise, respect, and professionalism from the customer service team.

What is the best customer service training?

This training course will empower you with unique abilities to stand out as an exceptional customer service executive in the retail sector. The course is designed to make sure all essential modules in retail customer service are covered. This thereby will build adequate competencies in delegates to achieve their retail roles.



Course Objectives

This program equips you to work on your customer service skills, understand the customers' requirements and address their pain areas. It is created to increase the net promoter score and have an enhanced level of satisfaction index.

Upon completing this Retail Customer Service Skills Training Program successfully, participants will be able to:

- Use a customer-focused approach
- Recognize the importance of customer service
- Identify the values required for excelling in customer service
- Empathize with the customer and understand his requirements
- Learn to be a proactive listener and gauge the understanding by using listening skills
- Interact with every customer using positive language
- Ask the right questions and know their need instead making suggestions
- Gauge the needs of each customer in a commendable way
- Use body language to showcase professionalism

TRAINING METHODOLOGY

This collaborative Retail Customer Service Skills Training Program will comprise of the following training methods:

- Presentations
- Roleplays
- Group Discussions
- Lectures & Seminar Method
- Assignments
- Activities
- Polls
- Surveys
- Whiteboard interaction
- Case Studies & Functional Exercises
- On the spot Coaching





ORGANISATIONAL BENEFITS

If you are an organisation that believes in building value as a brand and treats its employees with respect and develops them to nurture their strengths, then this program is just for you.

Organisations wanting to enhance their customer satisfaction index scores and also better the experience of their interactions with the customers should look at nominating their employees for this program.

Companies who nominate their employees to participate in this Retail Customer Service Skills Training Program can benefit in the following ways:

- Better feedback from the end-user
- Store loyalty like never before
- Improved interpersonal skills in their employees
- Employees will appear more professional towards customers
- Reduction in complaints from the customer
- The Retail brand would get more exposure through positive recommendations

PERSONAL BENEFITS

An individual can benefit from this program in diverse ways according to their level of focus and participation in the program.

Individuals who participate in this Retail Customer Service Skills Training Program can gain from it in the following ways:

- Identify your customer's specific needs, meet and exceed them
- Understand the value and method of a genuine customer interaction
- Understand self as well as others as a measure towards collaborative conversation
- Identify what works best to bring out excellence in customer service
- Have reduction in the complaints from customers and focus on customer satisfaction

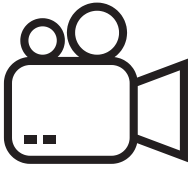




WHO IS THIS PROGRAMME FOR?

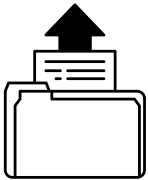
- Sales and customer service representatives of the retail industry
- Students / Interns / Trainees in the retail industry
- Managers of Retail teams
- Retail Trainers and
- Retail Staff and Customer-facing Team-members

PROGRAMME HIGHLIGHTS



+60

**2+ Role Plays 5+ Real-World Case Studies 10+ Assignments/
Applications Pre-Recorded Video from JICSI with for self-
paced learning.**



**10+
Assignments/
Applications**



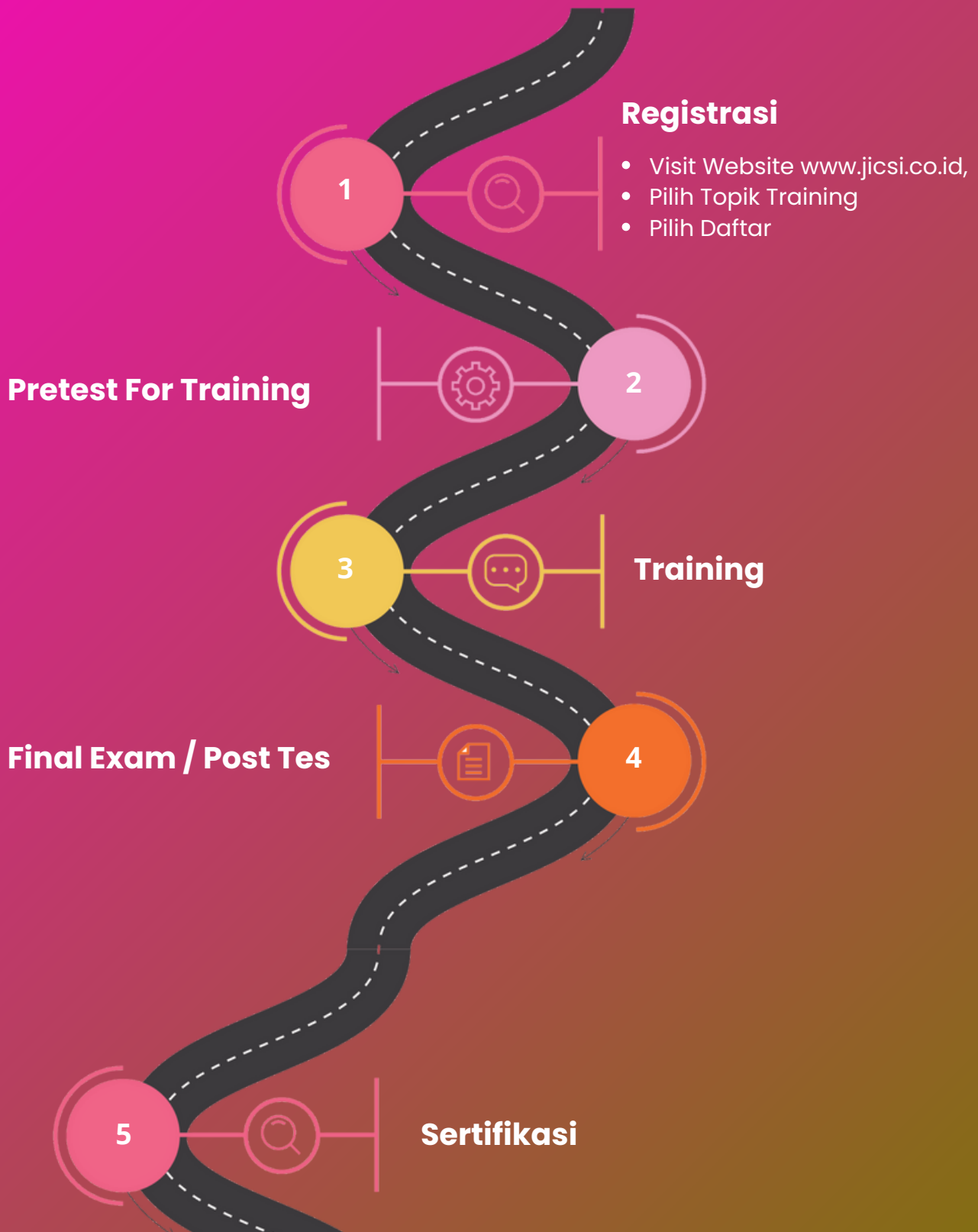
**5+
Real-World
Case Studies**



**2+
Role Plays**



LEARNING JOURNEY



MODULES

Module 1 : Know thy customer

Module 2 : Customer Awareness & creating a professional approach

Module 3 : Think from the future

Module 4 : Build on Listening Ability

Module 5 : Communicate Positively

Module 6 : Understand the customer language and build relationships

Module 7 : Identify the customer needs and different kinds of customers

Module 8 : Know their personalities

Module 9 : Learn the Complaint Resolution Structure

Module 10: Go beyond the basics – Build your brand value



CERTIFICATE

Upon successful completion of the programme, participants will be awarded a digital Certificate of Completion by Jakarta International Customer Service Institute (JICSI) and Customer Service Experience Association Indonesia (CSEAI)



ABOUT JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

Jakarta International Contact Center Institute adalah suatu lembaga pelatihan dan pengadaan sumber daya manusia yang berfokus pada customer service professional dan lembaga survey kepuasan pelanggan.

Kami berorientasi pada pelanggan dimana kepuasan pelanggan adalah tujuan keberadaan kami. Kami hadir untuk pelanggan. Adapapun JICSI berdiri secara legal pada Januari tahun 2021.

Professional Training

JICSI telah melatih lebih dari 2300 peserta dan telah bekerja di berbagai perusahaan dengan keahlian mereka yang sesuai dengan kebutuhan perusahaan

Recruitment Agency

Sebelum JICSI mengirimkan tenaga yang terampil sesuai dengan yang dibutuhkan oleh perusahaan, JICSI benar- benar telah melakukan pelatihan, pembinaan dan telah lolos seleksi test yang dilakukan oleh Rumah Karir JICSI

Survey Customer Satisfaction

JICSI memiliki Survei kepuasan pelanggan sebagai alat berharga yang dapat membantu bisnis untuk menemukan tingkat kepuasan pelanggan dan menciptakan loyalitas pelanggan.

Core Value



Respect.

Kami selalu menghargai perbedaan setiap orang dan mengajak pelanggan kami untuk selalu berpartisipasi untuk memberikan masukan demi meningkatnya kualitas layanan yang akan kami berikan kepada pelanggan kami.



Honesty.

Kami selalu menjunjung akan kebenaran dalam semua situasi dan selalu mengedepankan profesionalisme yang kami miliki.



Trust.

Kami percaya kepada orang lain dan menjaga kepercayaan yang diberikan kepada kami.



Integrity.

Kami melakukan apa yang kami katakan.



Our Service.

Customer Service Training
Manpower & Recruitment Customer Service Agency
Customer Satisfaction Survey

TESTIMONI



PT Indosat Ooredoo

Training Data Visualization

[Lihat Video >>](#)



PT Indosat Ooredoo

Training Certified Contact Center Manager (CCCM)

[Lihat Video >>](#)



PT Freeport Indonesia

Training Customer Service Professional HR Call Center

[Lihat Video >>](#)



OY! Indonesia

Training Contact Center Agent Professional

[Lihat Video >>](#)

MESSAGE FROM FOUNDER

Rudy HP Manullang ,Ph.D
Founder JICSI



Menjaga hubungan yang baik dengan pelanggan adalah bagian penting untuk sukses dalam dunia bisnis. Ikatan pelanggan yang kuat dibangun dan dipelihara melalui komunikasi yang baik. Ini karena membantu pelanggan dan perusahaan membangun kepercayaan satu sama lain.

Ketika seorang customer service berbicara dengan pelanggan secara langsung, jujur, dan terbuka, customer service tersebut telah menunjukkan bahwa Anda menghargai waktu pelanggan dan mengetahui apa yang dibutuhkan oleh pelanggan. Hal ini dapat membantu membangun hubungan yang baik, yang dapat menghasilkan lebih banyak pelanggan setia dan lebih banyak bisnis yang berulang.

Dengan aktive listening dapat menjaga hubungan baik dengan pelanggan dan membantu bisnis Anda mempertahankan pelanggan setia, menghasilkan lebih banyak uang, dan mendapatkan nama baik di pasar. Mendengarkan secara aktif adalah bagian penting dalam membangun hubungan baik dengan pelanggan.

Menurut Center for Creative Leadership, pemimpin yang andal dalam skill active listening cenderung mudah mendapat kepercayaan dan hormat dari bawahannya. Oleh sebab itu, keterampilan mendengar aktif patut Anda kembangkan demi menunjang rutinitas di lingkungan kerja dalam memberikan layanan yang baik kepada pelanggan

Pelanggan cenderung nyaman berbicara dengan orang yang memang mendengarkan cerita mereka, ini termasuk kebutuhan dan masalah yang tengah dialami. Pendengar yang aktif terbiasa mendengarkan hingga tuntas dan memahami konteks pembicaraan. Barulah mengambil kesimpulan berdasarkan apa yang telah dipahami. Melalui kebiasaan ini, pelanggan jadi betah dan nyaman berbicara mengenai keluhan kesah.





Jakarta International Customer Service Institute

Persyaratan

- Semua tingkat akademik diperbolehkan
- Pengalaman kerja
- Koneksi internet yang stabil (untuk peserta online)

Silahkan kirim berkas dokumen ke
email: **marketing@jicsi.co.id**

LOKASI

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