



**CARE CAPITAL  
THE CUSTOMER SERVICE SEMINAR**



## Objectives of the seminar

Successful on 2 levels :

### Skill and Will

- We develop and improve perception & awareness skills by bringing a 360degree view for all participants.
- We increase each participant's level of service awareness and provide the tools to develop a service orientated attitude at work, fostering personal development and entrepreneurial thinking.



**During the seminar, the participant will improve existing skills or gain new ones. In particular:**

- Learning to work through the use of one's own perception
- The 360degree view technique used oneself, service orientated colleagues and team members and management
- Potential problems arising from personal attitudes
- The importance of knowing how to deal with difficult customers

**During the seminar, the participant will also gain a higher level of will. In particular:**

- How to perceive oneself and others and build self-awareness at the work-place
- Why a 360degree view at work is so important
- How to become a more positive and entrepreneurial -thinking staff member
- How to deal with difficult customers by using role-plays

**At the end of the seminar, the participant will:**

- Be more aware of how he/she perceives him/herself and others
- Know the importance of a 360degree view at work and understand how to apply it in the future
- Use positive entrepreneurial thinking and attitudes daily
- Be better able to handle difficult customers in a positive manner
- Provide service straight from the heart

**You should attend if:**

- You wish to become a positive and entrepreneurial thinking staff member
- You could benefit from improved service orientated skills
- You wish to gain better understanding of your colleagues and guests
- You would like to learn of to deal with difficult customers



## Content

Participants discover that effective awareness & perception skills as well as a 360degree view at work bring:

- Enthusiasm and an overall positive attitude
- Respect from colleagues and management
- Better understanding of and appreciation from customers

**Awareness &  
Perception  
model**

- What is it and how does it work
- How to ensure that awareness and perception is properly interpreted and brings results

**360degree view**

- Understanding the technique of the 360degree view
- Why is it so important
- What will the 360degree view change

**Personal  
Appearance**

- What is it and why is it important
- How to use it effectively in the service environment
- Expectations from my boss
- Expectations from my guests
- Transaction Analysis

**Personal  
Attitude**

- What makes it so important
- My personal values
- Acting or not acting
- Smiling

**JOHARI-WINDOW**

- How I see myself
- How the others see me
- Perceiving not judging

**Dealing with  
difficult  
customers**

- Role-Plays
- Goodies, Tips & Hints
- Laurel & Hardy (Video-Film sequence)
- Philosophy on Service
- Being aware of my competences - How far can I go?



## Structure

Care Capital is a total concept - a holistic way of thinking - which enables people to focus their attention on service orientation.

It is a role-play-oriented training workshop and a team-oriented service training.



<b>Timing</b>	<p>5 x 3 hours Workshop:</p> <ul style="list-style-type: none"><li>- from 09.00 am to 12.00 noon, or</li><li>- from 14.00 pm to 17.00 pm</li></ul> <p>Workshops can be booked on demand, daily, weekly or monthly.</p> <p>Scheduling can accommodate the client's needs and staff availability.</p>
<b>Participants</b>	Maximum 12 persons
<b>Teaching Methodologies</b>	<p>Workshop style (participant-focused)</p> <p>Simulations and role-play</p> <p>Games</p> <p>Real life case studies</p> <p>Various Group Work based on work environment</p> <p>Individual and Team Coaching</p> <p>Methodologies for a successful 360degree view at work</p> <p>Outlining tools for developing better handling with difficult customers</p> <p>Group simulations and role-play to:</p> <ul style="list-style-type: none"><li>- Create a reference of potential problems that need addressed during the seminar</li><li>- Enact the solutions to these problems and create successful scenarios applicable to the service environment</li></ul>
<b>Outside Assignments</b>	<p>Participants will work in Project Teams and complete experimentation during real work hours for practical knowledge transfer.</p> <p>Our trainers can be on Site to act as coaches on demand.</p>