



# EXCEL CUSTOMER SERVICES TO ACHIEVE RESULTS

**COURSE CODE: TGS-2022012538**

## Certification

Learners will be awarded with a Statement of Attainment (SOA) by SkillsFuture Singapore (SSG)

## COURSE OVERVIEW

The course objective is to enable the participant to manage organisational systems that ensure products and services are delivered to standards agreed by the organisation. Participants will be able to achieve service goal by executing service operation plan.

**DURATION: 2 DAYS / 16 HOURS**

**MODE: IN-PERSON (ON SITE)**

## Top 3 Reasons Why Excellent Customer Services Is Important To Your Organisation

### Satisfaction & Loyalty

Offering superior customer service will increase the likelihood of repeat business.

### Reputation & Brand Image

An excellent customer service helps build trust, and credibility, which can lead to long-term success.

### Competitive Advantage

Exceptional customer service can be the deciding factor for customers choosing one company over another.

## Academies Australasia Group

Established in 1908, Academies Australasia Group has been operating for more than 112 years and listed on Australian Securities Exchange for more than 44 years. It has a long and successful experience in education with 18 colleges across Australia and Singapore, offering over 180 qualifications across its campuses in Sydney, Melbourne, Adelaide, Perth, Brisbane, Gold Coast, Armidale, Dubbo and Singapore. Our students come from over 130 countries from around the world, and are proud of our diverse student population. This diverse student population creates a truly unique learning experience for our students. In Singapore, Academies Australasia College (AAC) offers English language courses, Singapore Government School Preparatory courses, Diploma, Advanced Diploma, Australian standard courses and Top-up Degree-Programmes.

## Course Topics

### Importance of Customer Service

- Develop Service Goals
- Learn from Great Customer Service

### Customer Focused Strategy

- Implement Customer Focused Culture
- Track metrics (Churn Rate / NPS / CLV)
- Develop End-User based Solution

### Service Operation Plan

- Components & Creation
- Communicate & Implementing the Plan
- Drivers for Service Performance

### Feedback for Continuous Improvement

- Implement Robust Feedback Process
- Review all Touchpoints
- Improve Customer Interactions

## Course Outcomes

- Develop and implementing of customer focused strategies
- Alignment of service operations with organisation goals
- Predict and handling of customer's related challenges
- Assessment of service operation performance
- Implementation corrective actions to improve service operations

## Target Audience

- Sales / Marketing Personnel
- Product Development Team
- Manager and Leader
- Business Development Executive
- Customer Service Representative
- Customer Experience (CX) Manager

Course Fees			
Individual Sponsored		Company Sponsored	
Singaporean <= 20 years old	S\$509.35	Small and Medium-Sized Enterprises (SME)	S\$182.24
Singaporean 21 - 39 years old or SPR >= 21 years old	S\$275.70	Multinational Corporation (MNC)	S\$275.70
Singaporean >= 40 years old	S\$182.24	State-Owned Enterprise (SOE)	S\$509.35
May leverage on the Post Secondary Education Account (PSEA) and SkillsFuture Credit (SFC) to pay off the balance tuition fees.		May claim SkillsFuture Enterprise Credit (SFEC) or Absentee Payroll (AP)	

The above course fees are for references only, the actual fees amount will be confirm after submission to SkillsFuture Singapore (SSG)



Cert No.: EDU-2-2104  
Validity: 15/08/2021 - 14/08/2025

### Enhanced Registration Framework (ERF)

Cert No.: 200312175W  
Validity: 20/05/2022 - 19/05/2026

## WE ARE LOCATED AT:

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