



**MALTA STOCK EXCHANGE
INSTITUTE**

**Towards a Brighter
Future**



Principles of Good Customer Care

Course No 105

All organisations have customers and therefore rely on their front line as well as support staff to ensure that these customers receive the right level of service and attention. It is critical that the customer experience is provided, and received, in line with expectations, brand and industry standards for those customers to show loyalty, and to pass on any positive recommendations to their family and friends. This course will outline the key principles of good customer care, how to ensure that service delivery is in line with the organisational goals, how to manage the processes, and how to measure the quality of service and level of customer care that an organisation is actually delivering.

Sample Topics Covered:

The customer experience: the difference between a product and a service

The internal vs external customer

Really understanding customer needs

Communication skills

Problem resolution management

Ownership of the service

The importance of follow – up

Meeting and exceeding expectations

Customer care research

Customer loyalty, retention and profitability

The link between customer care and sales

How to develop an effective sales process

Registration

Course 105 Principles of Good Customer Care

Name

Position

Company

Address

Mobile

Email

The data completed above is being compiled to enable the MSE Institute to communicate with you about the course when necessary.

Registration fee: €75 per participant
(Full time students and senior citizens are eligible to a 50% discount)

Terms and Conditions

Applicants who are registered for the course are not entitled to a refund if they are unable to attend, but may assign their booking to a 3rd party subject to confirmation by the MSE Institute.

Malta Stock Exchange plc

Garrison Chapel,
Castille Place,
Valletta VLT 1063,
Malta

website: www.borzamalta.com.mt

email: msei@borzamalta.com.mt

tel: +356 21 244 051

General Information

Time: 1700 – 1930hrs
Venue: Malta Stock Exchange
Level: Introductory
Language: English

Schedule

Duration: 5 hours

Dates: 11, 12 February
 29, 30 October

Target Audience

This introductory course is aimed at customer care practitioners, managers responsible for any service delivery and people who are passionate about quality, customer care and their brand standards.

Lecturer

Mr Cliff Pace



Cliff is the Director of Studies of the Malta Stock Exchange Institute, the educational arm of the Exchange, special projects manager and coordinator of the Malta Stock Exchange Fintech Accelerator Programme. He is also a visiting lecturer at the University of Malta. Cliff has been employed at the Exchange for over 7 years, having held roles as Head of Business and Product Development and Head of Compliance and Market Operations. Cliff comes from a very long career in Financial Services and has a Henley MBA amongst other academic qualifications.

Payments by bank transfer

Bank: Bank of Valletta plc
IBAN Code: MT04VALL22013000000040025119059
IBAN BIC: VALLMTMT

Kindly insert your NAME, SURNAME, ID CARD NUMBER and COURSE NUMBER in the transaction narrative.

This application is to be accompanied by payment or proof of payment by bank transfer.