



Cross Cultural Working

In this highly interactive course we examine the crucial need to get and keep customers in an increasingly competitive market.

Objectives:

By the end of this course delegates will be able to:

- Explain what great customer service looks like
- Plan to find out customer needs in a multicultural trading environment
- Develop effective customer service plans
- Explain how to work with people and businesses from different countries and cultures
- Plan for recovery if things go wrong

Contents:

- Cross cultural and multi cultural challenges
- What is a customer?
- What is customer service?
- Good and bad service - our experiences
- What do customers want?
- What do customers buy?
- How do customers decide what they want?
- Establishing customer needs.
- Selling and customer service.
- Communication and customer service
- When things go wrong
- Practical action planning

Teaching Method:

The course is based on a combination of interactive activities - group and individual exercises, case studies and discussions - along with formal inputs.

Course Approach:

The environment will be supportive in which individuals with varying degrees of experience will be encouraged to share the approaches they currently use as well as try out new ones that they encounter on the courses. The Courses Tutor will be on hand to answer any questions a participant may have and to act as facilitator for building and applying new approaches.

The aim is for this to be an enjoyable as well as learning experience and that the mix of style and learning techniques will prove valuable to those that attend.

Duration:

2 days

Language:

Lecture & Material in English

Certificate:

DNV Academy Certificate of Training

DNV Academy Piraeus

5, Aitolikou str., 185 45 Piraeus, Greece

Tel.: +30 210 4 100 200 / Fax: +30 210 4 226 708

email: pirmar@dnv.com



MANAGING RISK