

FACE TO FACE ATTENDANCE:

JMD\$25,000.00 + 16 1/2% GCT per person

Cost includes all course material, certificate, lunch and coffee breaks

Online Attendance: - Join via WebEx (for persons living outside of Jamaica)

USD\$150.00 per person

Cost includes all course material and certificate

PAYMENT AND REGISTRATION PROCEDURE

Kindly complete and return registration form and submit to info@jifsjm.org or Fax. to 876-754-5049. Send original along with full payment to JIFS no later than Friday 02, 2018. Please make cheque payable to:

The Jamaica Institute of Financial Services
VM building
53 Knutsford Boulevard
Kingston 5

CANCELLATION POLICY

Applicants will be refunded 50% of total fee paid, if their notice of cancellation is received at least 7 working days prior to the date of the programme. There will be no refund for cancellation made after, Friday, February 02, 2018 .

Substitutions may be made at any time.

The programme facilitators reserve the right to cancel the programme at any time, if there is insufficient enrolment. In that event, full course fee paid will be refunded.

MISSION STATEMENT

The Jamaica Institute of Financial Services is committed to providing cutting-edge programmes for the continuous building of human and organizational capability in the practice of banking, investments and finance, through research and professional development of knowledgeable, ethical, proactive and customer-driven professionals

ABOUT US

The Jamaica Institute of Financial Services (JIFS) was established as The Jamaica Institute of Bankers (JIOB) in 1977 by the Bank of Jamaica and the Commercial Banks. In 1999 the Jamaica Bankers Association (JBA) assumed full responsibility for its operations. The name change took effect in May 2010 and reflects its mandate to support the financial services industry through training (*Financial Services Training Institute*), research (*Research Club*) and social exchange (*Finance Club*). In its effort to prepare professionals for the global market place it has forged a number of strategic partnerships both locally and overseas. It now offers the Chartered Banker MBA programme from the internationally renowned Business School for Banking (Bangor University) in partnership with the world's oldest professional Institute of Bankers (The Chartered Institute of Bankers - Scotland). It also offers certification programmes through the International Compliance Training (UK) and the Chartered Institute of Bankers of Scotland. JIFS is a service member of the Caribbean Association of Banks (CAB) and is this year celebrating 40 years of existence



Promoting **Research & Development**

Financial Services Training Institute

Presents

CUSTOMER SERVICE IN A DIGITAL AGE WORKSHOP



FEBRUARY 07, 2018
KNUTSFORD COURT HOTEL
16 CHELSEA AVENUE, KINGSTON 5,
NEW KINGSTON, JAMAICA W.I.

8:30 AM – 4:30PM

CUSTOMER SERVICE IN A DIGITAL AGE

FACILITATOR:

Geoffrey H. Fullerton

An accomplished sales & customer service trainer, speaker and author with a proven track record of helping thousands of managers and professionals increase their sales of world-class products & services such as luxury spa services, high-end brand products like Cartier, Gucci and Rolex. Thanks to his unique mix of enthusiasm and humor his trainings are entertaining, yet impactful.

In 2012 Geoffrey returned to the Caribbean with two purposes:

- ◆ Enhancing the economic standing of its people
- ◆ Improving the reputation of its people internationally

He is the creator of the M3 Sales Training System & Creating Clients for Life Series. Over 6,197 managers and sales representatives throughout 7 Caribbean countries & USA have been personally trained by Mr.

Mr. Fullerton, who originates from the Caribbean (Jamaica), understands the island culture and how to effectively motivate, given the nuances of that culture. He lives and operates out of Jamaica W.I. and a published author of the book *Creating Clients for Life*.

COURSE DISCIPTION

Most organisations are now interacting with their clients electronically. How to do so with a personal touch can sometimes be a challenge.

This one day workshop will provide solutions to set up simple to apply Customer Service System for the Digital Age and create engaging Customer Experiences.

TARGET AUDIENCE

This interactive one day workshop is invaluable to Institutions/individuals that would like to reduce customer and staff attrition, gain a clear understanding of the simplest ways to positively shift the quality of their customer service skills and easily differentiate themselves from their competition in this digital age.

- ◆ Persons that have repeatedly experienced sub-standard customer service within their industry and want to do something about it.
- ◆ Persons responsible for customer service within their organizations, executives, managers and supervisors

LEARNING OBJECTIVES

At the end of this workshop, participants will be able to:

- ◆ Make product or service suggestions.
- ◆ Greet customers with interest & care.
- ◆ Show greater patience in helping customers understand how to use digital processes.
- ◆ Monitor the staff's behaviour regarding customer service.
- ◆ Describe digital processes in a simple way that customers understand it and how to use it
- ◆ Define the customer service actions that are the same in the digital and non digital age.
- ◆ Design a template for your digital age customer service transformation.

WORKSHOP OUTLINE

Preparing for world-class Customer Service in a Digital Age.

- ◆ Discovering your biggest customer service problem & how to solve it.
- ◆ 3 Financial reasons why a new attitude to Customer Service is a must.
- ◆ Understanding what's different about Customer Service in the Digital Age.

Connecting with Customers, what has changed in this Digital Age?

- ◆ Why an informed customer is a well served customer?
- ◆ What interest and care has to do with true customer service today?
- ◆ 3 Simple "tricks" that create a genuine connection with customers in a digital age.

Converting Customer Service into Meeting your bottom line.

- ◆ Winning over your most important customers.
- ◆ Customer Service and Social Media.

Preserving your best Customers in the Digital Age.

- ◆ Tools to enhance customer service.
- ◆ Customer service training, what is needed today?
- ◆ How to create your own Digital Age Customer Service Action Plan.