



Customer Delight

NATIONAL BANKING INSTITUTE LTD.

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Program Outline

Training Brief

The banking & financial institutions in Nepal has seen exponential growth. The competitivemarket has stretched the limits of customer numbers. To tackle these issues, excellentcustomer service and innovative marketing of one's banking products becomes essential.With this in mind NBI brings to you "Customer Delight". This program aims todeliver the best course content with consultation with the industry experts.

Program Takeaways

- While a variety of elements go into creating a successful business, customer service is center-stage. Offering customer service training to your employees doesn't just add-value for the customer; it can drive sales and give you a strong competitive advantage
- **Improved Customer Service Skills:** Employees improve their skills and/or acquire new ones with focus on improving communication, listening, problem-solving and organizational skills. Training employees on the same set of competencies gives them a standard process to deal with customers and creates a sense of team spirit. The increased motivation and engagement coupled with the new skills creates improved customer service in the company.
- **Increased Customer Satisfaction:** Training participants will improve their skills at addressing customer issues at the first point of contact, improved manners to interact with customers leading to customer satisfaction, retention and loyalty.

Testimonial from the previous course:

1. *The entire package of this training was awesome. Mr. Umang J Thapa had well described the training so beautifully with many illustrations.*
2. *This training is really important for handling customer understanding and addressing their problem.*
3. *I really liked the training session. Hope I would be able to be a part of such session again in future.*
4. *Class was really interactive, interesting and worthy.*

Customer Delight Program Layout

A: Introduction to Customer Mantra

Activity: Customer Service Means...

B: Customer Service - its importance and implications

Experiential Learning: The Best of Times and The Worst of Times

C: Understanding Your Customers

Game: Hidden Rapport

D: Who is your Valued Customer?

Activity: Now That's Rapport

E: Customer's Styles

Activity: Identifying Customer types

F: Personal Touch to customer service

Game: Make It Personal

G: Making it easy for your customers to buy from you

Role Play: Let Me Tell You What I Can Do

Game: Chinese Whisper

H: Face to Face/Telephone Customer Service

Activity: Five Pillars of Success

Game: Face Off

I: Maintaining Personal Commitment to Customer Service

Role Play: Oops Theater

Game: Getting Around

J: Handling the Angry Customer

Activity: Stress Buster Cards

K: Converting customer complains to valuable information

Game: Down the Stairs

Activity: Bill of Rights

L: Reading Body Language for better Customer Service



Trainer's Profile

Mr. Umang Jung Thapa

Program Detail

Target Group: Customer Handling/Front Line Staff

Date : 20th June, 2015.

Time : 10:00am to 5:00pm

Duration : 1 day

Venue : NBI Hall, Kathmandu

Umang Jung Thapa is a certified Corporate Trainer (TOT certified) involved in training Banking professionals on Marketing, Customer Service and other Soft Skills through National Banking Institute (NBI)//nbi.com.np Trainer has trained over 800 participants for over 20 commercial banks since 2010 with excellent feedback on training effectiveness and ability to address the training needs.

Trainer brings in over 8 years of corporate experience having worked with both multinational and national level banks namely Standard Chartered Bank Nepal Ltd (SCBNL) and Laxmi Bank Ltd (LXBL) as Business Development Manager, Relationship Manager and Corporate Communication Manager between 2002 and 2010.

Trainer also runs his management consultancy firm - Consult Pro Pvt Ltd (a management consultancy) since 2010 which gives strategic, marketing and holistic business advice to business enterprise and social enterprises.

Academically Trainer holds an EMBA in International Marketing from City of London College, UK. Trainer is also certified by AHLA (American Hotel and Lodging Association), USA as an Educator for Marketing in Hospitality Industry.

Trainer has also been working as senior part time Faculty member at Silver Mountain School of Hotel Management(SMSH) <http://silvermountain.edu.np> since 2007. Currently teaching Exploring Strategy & New Enterprise Creation module of the Queen Margaret University(QMU), Edinburgh, for the BA in International Hospitality and Tourism Management (IHTM) degree of QMU here in Nepal. Other Teaching experience includes faculty at MBA level at International School of Tourism and Hotel Management (www.ist.org.np) Dillibazar.

