

# Win Customers over: The Art of Customer Services

Jan 26 – 27, 2026

PIM, Karachi

Rs. 39,000/=

Jun 22 – 23, 2026

PIM, Lahore

Rs. 39,000/=

Note: The Fee is Exclusive of GST.

## Course Description

For businesses today, having a great product isn't enough. You have to market it well, drive sales and retain customers. However, poor customer service can make this an uphill battle. Customers don't want to wait for ages, get passed around or deal with unresponsive staff. This can only frustrate, dissatisfy and potentially drive them to competitors, which is why understanding customer service and how to provide it is vital to business success. In this course, we'll dive into what customer service is and what best practices can ensure that it's up to par.

## WHO MUST ATTEND?

Front-enders dealing with clients/customers, professionals, practically for anybody who are dealing with internal & external customers, looking to improve their customer handling skills

## COURSE CONTENTS:

- Customer Services Essentials
- Customer Services Impact on Businesses
- Key components of Good Customer Services
- Types of Customer Services
- Handling Difficult Customers
- Common challenges in providing 'Good Customer Services'.
- Customer Services Best Practices

## LEARNING OUTCOMES

- Importance of Customer Services
- How to overcome the challenges of dealing with customers
- How to deal with difficult & irate customers
- How to go an extra mile?
- Learn how to be a genuine attentive empathic listener

## **FOR DETAILS AND REGISTRATION**

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