



TRAINING FEE

PKR
18,000

PER PARTICIPANT
EXCL. TAX

TIMINGS
9:00 AM - 5:00 PM

05
AUG 2025

CUSTOMER SERVICE TECHNIQUES FOR BUSINESS SUCCESS

This training program is designed specifically for bankers to enhance their customer service skills and foster better client relationships. This one-day session aims to equip participants with practical tools and strategies to handle customer interactions effectively, resolve complaints, and provide exceptional service.

COURSE CONTENTS

The Modern Customer Journey

- Moving from transactional to relational customer engagement
- Mapping customer touchpoints and "Moments of Truth" (with interactive brainstorming)

High-Impact Communication & Empathy

The 7 C's of Service Communication and active listening tools

Understanding Customer Needs and Expectations

- Who are today's banking customers?
- Internal vs. external customers
- Identifying customer needs through active listening
- Delivering personalized service

Handling Difficult Customers & Service Recovery

The LAST Framework (Listen, Apologize, Solve, Thank) for handling objections

Digital Service & Personal Action Plan

Omni-channel etiquette (Email, Phone, Face-to-Face). Building Customer Loyalty and Business Growth

- Creating loyal customers
- Relationship banking
- Cross-selling through customer needs
- Ethical selling
- Customer retention strategies

TARGET AUDIENCE

- Sales teams of branches/banks, including managers
- Credit card department staff
- Customer service officers/representatives
- Service quality managers/officers
- Complaint handling staff
- Compliance Managers
- Marketing managers/officers
- Relationship Managers

TRAINING METHODOLOGY

The session will be highly interactive (20% Theory, 80% Practical Exercises), utilizing customized financial-sector case studies, simulated role-plays, and peer-to-peer action planning to ensure immediate on-the-job application.

FACILITATOR'S PROFILE

Mr. Muhammad Shehzad Dhedhi is a Fellow Chartered Accountant and an executive leader with over 24 years of global experience in financial strategy, corporate governance, and institutional leadership. A former corporate banker with a deep understanding of the financial sector, his career includes strategic roles at major institutions including HBL, Credit Suisse, and Bank Alfalah.

As the Founder of CFO Club Pakistan and CEO of ESGHexa, he specializes in transforming technical managers into high-performing leaders, blending operational discipline with strategic growth frameworks to drive commercial success.

TRAINING MANAGER:

MS. FARAH KHAN  farah.khan@nibaf.org.pk  021-35277535



021-35277511
051-9269778



marketing@nibaf.org.pk
registration@nibaf.gov.pk



0303-0652963
0300-5485362



NIBAF, PAKISTAN (KARACHI)