

OBJECTIVES

DETAILS

Develop your skills to personalise your welcome to international clients



Your international customers will have an experience that will build loyalty



Once they are loyal, they will come back and recommend you



- Be aware of the **impact** of culture on business relationships
- **Adapt your behaviour** to different cultures (verbal / nonverbal)
- Better **understand** your customers, identify and meet their expectations
- Be **inspired** by the Anglo-Saxon notion of service excellence
- **Respond effectively** to customer problems/needs
- Acquire tools to **communicate successfully** in a multicultural environment

TARIFFS & DURATION



Individual training 10h + test	From 850€/pers
Binôme / group	Please contact us

TVA not applicable according to article 293 B of the general tax code France

FINANCING BY CPF

Eligible for CPF if the course is conducted at least in part in English

LOCATION

By video-conference on Zoom, Teams  or face to face in your establishment / a mutually agreed location 

PROGRAMME

The programme starts with a pre-course call and questionnaire to establish specific client needs and collect real examples and experience.

The course then proceeds based on the following modules:

- What is customer service?
- What is culture?
- Visible/non-visible aspects of culture
- Cultural dimensions and aspects of service 1
- Cultural dimensions and aspects of service 2 (including customer complaints)
- Culturally adapting to your customers
- Staying calm and confident under pressure
- Providing excellent service 1 – listening
- Providing excellent service 2 – powerful questioning
- Plan of continuous improvement

LANGUAGES

English & French



RELEVANT PUBLIC

Tourism professionals, entrepreneurs, freelancers, bed and breakfast owners etc. in contact with an international clientele

PREREQUISITE

For a total immersion, the sessions can be given in English. In this case, CEFR level B1 is required

TRAINING METHODS

- +Pre-course individual interview
- +E-workbook provided and shared on GoogleDrive

EVALUATION

- +Continuous personal follow-up of each trainee by the trainer.
- +Collective evaluation by the participants throughout the course.
- +In case of financing by the CPF, the training will be certified by the Cloé Anglais certification - RS5664.