

## Achieving Excellence in Customer Service - 3 Days

### *Course 910 Overview*

- You Will Learn How To**
- Provide exceptional customer service that achieves results and gets noticed
  - Adopt the skills and techniques that routinely deliver positive customer experiences
  - Maximise the value of your customer interactions
  - Deal effectively with difficult customers and turn complaints into opportunities
  - Contribute to a customer-centric culture and achieve greater personal growth and customer satisfaction
  - Demonstrate a positive, confident and professional approach with internal and external customers
- Course Benefits** Providing outstanding customer service often makes the difference between gaining and keeping a customer or losing one. This course offers the tools and techniques to ensure you build and maintain mutually beneficial relationships with your customers. As a result, they become loyal advocates for you and your organisation.
- Who Should Attend** Anyone from any organisation who needs to build effective relationships with external or internal customers. This includes help desk, technical support, front-line or support staff. This course may also be of interest to managers and team leaders wishing to coach and develop staff performance toward a customer-focused culture.
- RealityPlus** A media-rich environment immerses you in real-life customer service situations. Experiential activities, including role-playing, and simulated video and audio scenarios, allow you to practise the skills presented throughout the course. Activities include:
- Profiling your customer service skills
  - Defining customer service excellence
  - Connecting with the emotional aspects of the customer experience
  - Assessing customer expectations
  - Modelling effective responses to typical customer service scenarios
  - Handling customer complaints and difficult situations
  - Putting the customer first in a simulated situation
  - Creating a personalised postcourse action plan

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### Course 910 Outline

#### Customer Service Excellence: Why It Matters

##### The importance of How

- Focusing on the how as well as the what
- Developing a relationship of mutual trust
- Influencing customer perceptions
- Calculating the lifetime value of your customer
- Exceeding customer expectations

#### Creating the Customer Experience

##### Emotional aspects of the customer experience

- Making the initial connection with the customer
- Presenting a positive first impression

#### Identifying the differentiators of excellence

- Taking responsibility for demonstrating customer care
- Navigating the customer through the process
- Instilling confidence with a personal approach

#### Fostering long-term relationships

- Adopting a positive mental attitude (PMA)
- Small actions that ensure attention to detail

#### Communicating Effectively with the Customer

##### Developing excellent communication skills

- Establishing rapport with your customer
- Personalising the message
- Matching words and non-verbal signals

##### What you say and how you say it

- Verbal and vocal techniques that work
- Avoiding the quirks and distractors
- Banishing jargon to create clarity
- Matching words with nonverbal communication

##### Adopting a problem-solving approach

- Turning active listening into problem solving
- Employing questioning techniques that focus on outcomes
- Encouraging a spirit of inquiry rather than adversary
- Moving to a team approach with the customer

#### Achieving results for the remote customer

- Choosing and using appropriate media
- Applying best practices in call center etiquette
- Top tips for e-customer care

#### Dealing Constructively with Tough Situations

##### Calming upset customers with active listening

- Demonstrating emotional intelligence
- Displaying empathy and showing neutral support
- Establishing rapport and defusing anger
- What you should not say to an upset customer

##### Techniques for dealing with difficult people

- Remaining objective in challenging situations
- Personalising and depersonalising messages
- Asserting your position through polite repetition
- Handling the obstinate customer

##### Transforming complaints into opportunities

- Generating useful feedback and learning
- Turning a negative situation into a loyal customer
- Tapping into the potential advocate within your customer

#### Contributing to a Customer Service Culture

##### Demonstrating leadership in customer service teams

- Mapping the internal customer network
- Strengthening weak links in the chain
- Influencing a customer-centric corporate culture

##### Measuring customer satisfaction

- Setting and monitoring performance standards
- Tracking progress with internal indicators
- Enabling customers to express satisfaction
- Constructing a customer service charter

##### Monitoring the team's development

- Seeing customer service as an attitude, not an accident

- Coaching your team for success

#### Making Excellence a Habit

##### The characteristics and practices of excellence

- "Sharpening the saw" to hone your customer service skills
- Projecting a professional image with internal and external customers
- Ten rules that epitomise success
- Measuring personal growth and achievements

##### Executing your personal action plan

- Constructing personal development goals
- Committing to immediate action