



The Essentials of Delivering Customer Service Excellence

Workshop Duration: 2 Days

Facilitation in English

Workshop Description

Your employees are often your customers' first and only point of contact with your business. How effectively your employees manage the interaction will directly impact your customers' perception of your organization and whether they do business with you again.

This workshop is intended for:

- Customer service representatives and help desk support specialists
- Anyone whose business success depends on interaction with internal or external customers interaction

What You Will Learn:

Customer Expectations

- Look at the reasons customers stop doing business with organizations
- Understand the difference between giving very basic service (core), excellent service (more) and exceptional service and the effect it has on both your internal and external customers
- Appreciate the impact of "first impressions" on customers
- Highlight specific behaviours that customers expect, which will create a memorable experience

A Look at the Internal Customer

- Understand why providing customer service excellence starts internally first

Telephone "Best" Practices

- Learn the proper methods of opening and closing an incoming call, putting the customer on hold and transferring calls
- Discuss proper voice mail etiquette
- Discuss proper e-mail etiquette
- Learn how to avoid "discounting" your customers

Understanding Perceptions

- Look how internal and external customers react differently to the same situation and why this could cause us to become defensive

Personality Behaviour Assessment

- Obtain a better understanding of the four personality styles. Not only does the participant identify what their style is, they also learn how to communicate with someone who has a different style
- Participants will complete a self-assessment to identify their style and characteristics

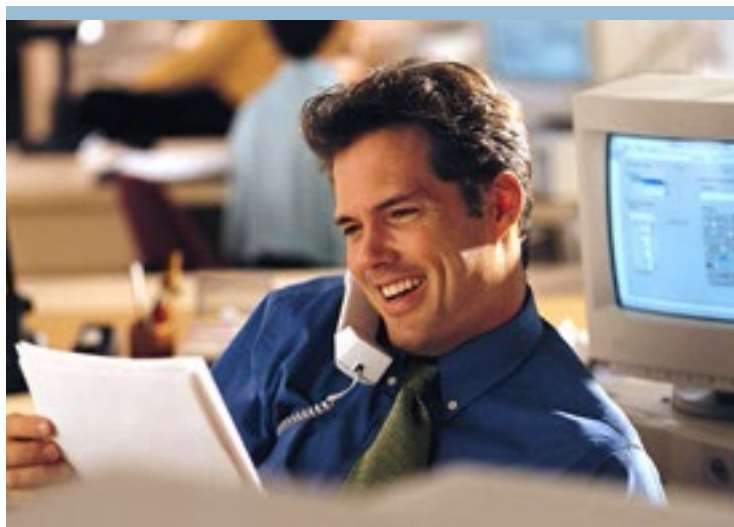
Communication Skills:

Voice Quality

- Learn how to maintain a satisfying tone of voice
- Use effective words and phrases that build and maintain relationships

Listening

- Identify good listening habits and how to improve your own ability to listen



Listening (cont'd)

- Acknowledge and empathize with a customer to show that you care
- Stress the importance of identifying and demonstrating a sense of urgency to the customer, by getting the problem resolved, and then going the "extra mile" to ensure customer satisfaction

Questioning

- Discover how to control conversations and clarify perceptions by using effective questioning techniques

Professional Assertiveness

- Learn the difference between aggressive, passive and assertive behaviour
- Handle difficult situations by using appropriate assertive responses

Say No with Diplomacy

- Maintain customer relations even when you are declining their request or delivering bad news

Dealing with Difficult Interactions

- Practice a step-by-step process for handling difficult interactions

After the workshop, you'll be able to:

Apply superior customer service techniques in every interaction therefore strengthening customer relationships that result in long-term loyalty to your business.

This highly interactive workshop includes both individual and group exercises and role-plays. Participants practice their newly acquired skills by applying them to their own simulated job environments through experientially-based exercises, enhancing the transfer of skills learned to "on the job" performance.