

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
- Maximize 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 organization.

Who Should Attend

Anyone who needs to interact effectively or build 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 practice 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
- Modeling effective responses to typical customer service scenarios
- Handling customer complaints and difficult situations
- Putting the customer first in a simulated situation
- Creating a personalized 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
- The Five Key Values of Customer Service
- Creating a definition of excellence

Creating the Customer Experience

Emotional aspects of the customer experience

- Making the initial connection with the customer
- Presenting a positive first impression
- Influencing customer perceptions
- Exceeding customer expectations

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
- Personalizing the message
- Matching words and nonverbal 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

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
- Personalizing and depersonalizing 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 epitomize success
- Measuring personal growth and achievements

Executing your personal action plan

- Constructing personal development goals
- Committing to immediate action