

## 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