

Customer Care Mindset

Summary

First let us stress that this is unlike any other workshop you have attended. It is completely interactive allowing trainees to experience and develop their “Customer Care

Mindset”. Customer service skills can increase your value to your company and advance your career at the same time. The need for leading, promoting and enhancing a customer focused culture, are essential within every organization.

This workshop will provide you with an opportunity to explore your responsibilities within your role as a customer service agent. As we discuss the various skills and techniques, draw from your own personal and varied experiences to share elements of reward and challenge. Consider this workshop as a “re-energizing time” to build and expand from where you are now.

Excellent Customer Service becomes a necessity. Customers are the only reason to keep your job. Competitors catch opportunities with unhappy customers. Treat your customers well, let them feel comfortable and they will come again with new customers.

It costs much more money to bring new customers than to maintain existing ones. Isn't wonderful to have LOYAL customers and permanently increase their numbers? Customer Care is a learning process that helps you reach your ultimate objective.

Learning Objectives

By the end of this workshop, participants will be able to:

- Identify how you can become effective in dealing with customers.
- Identify opportunities within the scope of your authority for dealing effectively with others.
- Identify the criteria for fair and responsible response to all customers.
- Recognize that service delivery is an “individual response value”.
- Develop a customer – focused attitude.
- Understand how your own behavior impacts on the behavior of others.
- Establish “Rapport” with every customer.
- Develop more confidence and skill as a problem solver.
- Focus on customer needs.
- Customize your service.
- Communicate more assertively and effectively.
- Deal with difficult customers.

- Up-Sell and Cross-Sell for ultimate customer satisfaction.
- Learn some ways to make customer service a Team approach

Target Audience

This course will appeal to a wide range of audiences and is intended for anyone dealing with customers.

Topics Covered

1. **What is “really” Customer Service?**
2. **Basic steps**
3. **Efficient Communication**
4. **Building Relationship**
5. **Face to Face Interaction**
6. **Telephone Interaction**
7. **E-Commerce Interaction**
8. **Test your Creativity**
9. **Satisfying Difficult Customers**
10. **Up-Selling & Cross-Selling Techniques**
11. **Improving Intra Customer Service**
12. **Be the Best!**

Methodology

- Learning Concepts/ Presentations
- Role Plays and case studies
- Group activities and Discussions
- Individual and Team Exercises
- Tips and tools
- Educational videos
- Draft an Individual Action Plan

Duration: 12 hours