

# Excellence in Customer Service

## Summary

In this workshop we cover all the most important elements of service any person involved in direct interactions with customers should know and apply. From the necessary behavioral and communication skills to the right attitude, and including specific methods to analyze and improve the service provided, we cover it all in a straight forward and effective manner to help participants ensure customer satisfaction and delight in the most challenging situations.

## Learning Objectives

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

- Explain the importance of customer service in a competitive environment
- Defend the vital role internal customers play and show that their satisfaction is key for the success of an organization
- Practice the techniques of managing customer expectations and delighting customers
- Provide better, faster service and increase customer satisfaction
- Recognize early signals of customer irritation and respond appropriately in order to quickly find a workable solution to the problem

## Target Audience

This course will appeal to a wide range of audiences and is intended for Customer service representatives, technical and support personnel, field service representatives, account managers, credit and billing specialists as well as managers who want customer service training in order to reinforce their skills and train their staff.

## Topics Covered

- 1. Customer Service**
  - a. Quotations on customer service
  - b. Service definitions and concepts
  - c. Quality service requirements
  - d. Some interesting numbers
  - e. Cost of bad customer service
  - f. Customer care foundations
  - g. Learning from the best
- 2. Internal Customer Service**
  - a. Identifying internal and external customers
  - b. Customer requirements
  - c. Foundation of great service people
  - d. The service profit chain
- 3. Managing Customer Expectations**
  - a. What to say and what not to say
  - b. Calming upset customers
  - c. Comments you should avoid
  - d. Managing customer expectations
  - e. Flying over customer expectations
  - f. Role-plays and exercises on dealing with different personality styles
- 4. Effective Communication Skills for Handling Customers**
  - a. Active listening
  - b. Effective listening skills
  - c. Phone etiquette
- 5. Professional Behavior with Customers**
  - a. The power of behavior
  - b. Principles of effective behavior
  - c. How to behave professionally with the customer
  - d. History of communication
  - e. Interesting study
  - f. Interpreting nonverbal behavior
  - g. The right behavior with the customer
  - h. The wrong behavior with the customer
  - i. Assertive, passive and aggressive behavior
  - j. Verbal and nonverbal components of communication styles
- 6. Dealing with Difficult Customers**
  - a. Dealing with different personality types
  - b. Service recovery
  - c. Conclusion

## Methodology

Several methodologies are used in this workshop. In addition to brief presentations by the consultants, we use case studies, self-awareness exercises, video clips and most importantly role plays.

**Duration:** 12 hours