



## Customer Service Excellence

**When good is substandard, reach for service excellence.**

### **Duration: Two-day Workshop**

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 company and whether they do business with you again.

### **Objectives:**

- Demonstrate increased telephone professionalism.
- Adapt your individual behaviour style to meet the customers' needs.
- Apply active listening with effective questioning techniques for complete understanding of the customers' needs.
- Manage the conversation with an assertive, "action oriented" approach.
- Effectively address and satisfy a difficult or irate customer.
- By learning and applying superior customer service techniques on every call, your employees will strengthen their customer relationships, resulting in long-term loyalty to your business.

### **Workshop Topics:**

- Look at the reasons customers stop doing business with organizations.
- Understand the difference between giving very basic service (core) instead of excellent service (more), 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.
- Learn the proper methods of opening and closing an incoming call, putting the customer on hold and transferring calls.
- Discuss proper voice mail and email etiquette.
- Utilize a self-assessment tool that results in a better understanding of your behaviour, and helps identify and minimize potential conflicts with others.
- Examine how customers (internal/external) react differently to the same situation.
- Learn how to avoid discounting your customers.
- Identify good listening habits and how to improve your own ability to listen.
- Understand how voice tone, body language and word choice contributes to sending a powerful message.
- 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.
- Learn a step-by-step process for handling various types of difficult customers.
- If you have to decline a customer's request or deliver bad news, learn how to say it assertively and with diplomacy.