

CUSTOMER SERVICE EXCELLENCE (ONE DAY)

A fantastic one day course to get staff communicating professionally and confidently with customers over the telephone, face-to-face and via email. Equip your staff with a 'customer focused and can-do attitude' along with the self-assurance to deliver service excellence to a wide range of customers with professionalism, confidence and pride, even the more challenging or complaining ones! A win-win for your customers, your business and your staff.

Course Content

Who are my customers?

- Our Vision and Values in Action - What are we promising and what are we delivering (In-house)
- Who are my customers?
- Explain the difference between internal and external customers
- Understand the importance of internal service

Establishing a positive attitude

- What is an attitude and where does it come from?
- Understand the importance of attitude and how it affects your customer service delivery
- Above the line thinking strategies
- The power of a smile
- Positive self-talk

Customer needs and expectations

- Identifying the needs and expectations of your customers
- Understand the importance of customer loyalty and satisfaction
- Exceeding customer expectations
- What does delivering a great customer experience look and feel like?
- Sharing our own experiences of good and bad service

Dealing with customer complaints and managing challenging situations

- Preventing difficult situations from arising
- Learn to control your reactions when responding to angry or upset customers
- Stepping into your customers' shoes
- Apply a five-step process to handle complaints, issues or concerns

Communicating with your customers: Face-to-face

- What is communication?
- Explain the six elements of communication
- The importance of body language in face-to-face communication
- Creating a great first impression
- Active listening
- Questioning techniques
- Removing communication barriers
- Communicate using positive, professional and constructive language

Communicating with your customers: Telephone

- The importance of vocal skills
- Building rapport over the telephone
- Professional telephone techniques for all stages of your telephone communication
- Hints and tips for professional telephone communication

Communicating with your customers: Email

- Email hints and tips
- Identify ways to improve your email communication

Available In-house

Get your team on the 'same page' and your business on track for consistent success with a tailored In-house workshop.