

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.

This fun, dynamic and interactive workshop will equip participants with the knowledge, skills and techniques required to transform how they manage relationships with customers. Each and every one of us serves customers, whether we realise it or not. Maybe you're in a frontline position serving the people who buy your products. Perhaps you're serving staff members in other departments within your organisation. Participants will develop strategies for communicating with customers in a professional and positive manner, building rapport authentically, providing a great customer experience each and every time, building loyalty and repeat business, handling customer issues/complaints and much more. This course also covers telephone etiquette, email and face-to-face communication.

Workshop Objectives

- Understand who your customers are, what they need and what they expect
- Use outstanding customer service to generate loyal customers and repeat business
- Understand the importance of delivering a great customer experience to both your internal and external customers
- Understand how your attitude affects customer service delivery
- Develop strategies to ensure you maintain a positive and customer focused attitude
- Learn ways to exceed customer expectations and add value to the customer experience
- Provide outstanding customer service over the telephone
- Transform customer disappointment, issues and complaints into opportunities

Course Content

Delivering a Great Customer Experience

- Who we are and what we do
- Who are my customers?
- What does delivering a great customer experience look and feel like?
- Sharing our own experiences of good and bad service
- Stepping into your customers 'shoes

Your Attitude

- Above the line thinking
- Positive self-talk
- Can do language

Establishing customer needs and responding to requests

- Questioning
- Honing your listening skills – including taking notes
- Summarising

In Person Customer Service

- How to use body language to your advantage
- Creating a great first impression
- The power of a smile

Telephone Etiquette

- Nonverbal communication
- The importance of tone, rate, volume and pitch
- Telephone greeting
- Transferring and putting callers on hold
- Hints and tips for professional telephone communication

Effective Emails

- Email rules
- Make good use of subject lines
- Keep messages clear and brief
- Be polite
- Check your tone and proofread

Dealing with Customer Complaints

- Responding to customer complaints
- Find ways to handle angry or upset customers
- Service recovery
- Practice sessions

Building Customer Relationships

- What differentiates us from our competitors?
- Identifying ways to add value to the customer experience and exceed customer expectations
- Building rapport with both internal and external customers