

Customer Service Excellence for Leaders

Course Overview

Phenomenal customer service is not just a differentiator in the marketplace; it's the expectation of every customer. They want an experience that is engaging and focused on their point of view. And because a customer-centric approach to customer service is vital in today's business landscape, it is important that leaders know how to cultivate the correct culture. With this course, leaders learn how to assess, recognize and measure outstanding customer service, as well as keep an eye on continuous improvement. They discover how to handle difficult service situations—both within and outside their team and organization.

Module 1

Considering Customer Experience in Customer Service

Learn how the customer's experience can be included in the organization's customer service delivery.

- Explain the value that customer service provides in retaining customers and improving the customer experience
- Describe customer experience and how organization brand influences customer experience and service
- Identify when and where customer engagement occurs within the organization and how it relates to what the customers experience

Module 2

The Customer's Point of View

Taking the customer's point of view is essential in understanding what the customer needs.

- Define the expectations and basic needs of customers
- Summarize what it means to be customer-centric and how that makes customers feel valued and important
- Discuss the benefits of adopting the customer's point of view and client advocacy

Module 3

Measuring Customer Satisfaction

Discover the difference between customer satisfaction and customer loyalty, their impact to the business and how to effectively use both to measure success.

- Explain the components of customer satisfaction and customer loyalty
- Describe how to measure both customer satisfaction and customer loyalty
- Identify best practices for leveraging social media to improve customer satisfaction

Module 4

Leading a Customer Service Culture

Leading a team within an organization centered on the customer's expectations requires an alignment of team goals and mission to the needs of the customer service culture.

- Discuss how clearly defining values, the mission and leader accountability contribute to a culture of customer service excellence within the organization
- Identify the characteristics of a customer service culture, including internal customer service, and which of these features your team and organization may be lacking
- Develop a long-term plan for sustaining the organizational commitment to a customer service culture

Module 5

Handling Difficult Situations

Customer service leaders must be able to reframe a potentially negative experience and find a way to make it valuable, promising and beneficial to all.

- Explain how to effectively recognize and handle difficult customer reactions in order to avoid a poor customer service experience
- Discuss how to successfully handle the different customer complaint types by exhibiting a solution-oriented approach
- Identify techniques for managing anger and stress in the workplace to avoid burnout

Module 6

Methods for Leading Customer Service Continuous Improvement

Great leaders can use various continuous improvement methods to improve both internal and external customer service.

- Discuss how to use training and indicators to improve internal customer satisfaction and deliver continuous improvement
- Describe how to analyze the customer and create customer-focused organizational changes
- Write a plan for delivering continuous improvement in the organization by monitoring internal and external satisfaction indicators and using that knowledge to prioritize the need for training and operational changes

Optional

Powerful Communication Skills—Chat/Email

Powerful Communication Skills—Telephone