

COURSE OVERVIEW

The Essentials of Excellent Customer Service

OVERVIEW

Customer service is a critical, must-have skill in today's competitive business environment. People have a choice where and with whom they will do business. More than 90 percent of customers who are unhappy with the service they receive will never buy from that company again—worse yet, more than 95 percent of unhappy customers never tell a company they were displeased with the product, treatment or service they received, so there is no chance to correct problems or mistakes. This one-day course teaches real-world, practical, hands-on techniques and skills for providing quality customer service every day. Achieving customer service excellence is an ongoing process that requires an ongoing commitment and a lot of skill.

LEARNING OBJECTIVES

- Describe the people skills and behaviors necessary for excellent customer service
- Identify if the organization has "customer-friendly" policies in place
- Discuss common customer problems and complaints and how to deal with them
- Explain how to handle angry customers with diplomacy and tact
- Recognize strategies for working as part of a customer team to serve internal customers

COURSE HIGHLIGHTS

Customer rapport and goodwill

- Good people skills make a difference in customer service
- 6 basic customer needs
- Make every customer feel valued and important
- How to properly use a customer's name
- Signal a "ready-to-help" attitude
- Use words that trigger a positive response
- Measure your customer's level of satisfaction with your service
- Determine if you have "customer-friendly" policies

Handle problems and complaints effectively

- Root causes of most customer conflicts
- How to explain a company policy
- Handling the principal reasons customers complain
- How to say "No" without arousing resentment
- Actions to take when you find yourself getting upset with a customer
- What to do if you feel yourself becoming angry
- How to repair a damaged customer relationship

Communicating with customers

- Words and phrases that make customers trust you
- Handle overly talkative customers without offending them
- Managing communication when customers aren't fluent in English
- How you say it is just as important as what you say
- Avoid listening mistakes when on the telephone

Dealing with difficult customers

- Dealing with unhappy, irrational and upset customers
- Types of difficult behavior and how to handle them

Projecting a professional image

- Making a good first impression
- Keep yourself energized, motivated and positive
- Maintain high energy and enthusiasm all day long
- Look good and sound wonderful even when you don't feel that way
- Evaluate your telephone image: Is it serving you?
- Sound polished, positive and professional on the telephone
- Make your voice sound as friendly as a smile



COURSE OVERVIEW

Become a customer service superstar

- Be a catalyst for building teamwork, cooperation and support
- How viewing team members and other departments as internal customers can help improve existing relationships
- Work cooperatively with the other departments in your company
- Ways to handle several customers who want your attention at the same time
- Wind up every customer transaction on a positive note
- Increase sales and profitability through good customer service

TRAINING DELIVERY

- Pre-training: Tailoring and customization of content
- Delivery of training using presentation, small group exercises, case studies, role-plays, games, etc.
- Post-training: Follow-up within 30 days to review information, provide coaching, set goals, etc. (optional)