



Business success through people

Achieving Sustained, Proactive, Exceptional Customer Service 2 days

Course overview

The key message of this program is that customer satisfaction is not enough - we must delight the customer. It will focus on the importance of outstanding customer service to business success and provide skills and techniques for improving the way we work with customers, understanding customers' needs and handling "difficult" customers more effectively and confidently.

Program

- We are the company – impressions and why customers leave
- Positive attitude
- How to be a good listener
- Questioning techniques for understanding
- Responsiveness
- How to handle complaints and 'difficult customers'
- Customer service sins
- Customer service standards

You will learn

What poor service costs the company
The most effective ways to offer memorable service
Why it is the small things that count and what matters to customers
How to use verbal and non-verbal skills to develop positive customer relationships
How to use assertiveness and empathy when dealing with challenging customers

Who will benefit

- Customer service managers
- Customer service staff
- Front line staff
- Sales staff
- Marketing staff
- Secretaries
- Credit management staff
- Contact center agents

This course incorporates numerous case studies and role plays with personal feedback so delegates get practical skills and not just the theory.