



Customer Service Excellence

Customer expectations are changing while new technologies are giving people choices that were never dreamt of. Service excellence is changing too. Happy customers are much easier to deal with than irate customers. This course is designed for professionals who want to make a significant contribution to their company's image and make their own lives easier. It will provide the skills to energize personnel, impress customers, enhance image, improve positive word-of-mouth, and increase repeat business.

Expected Accomplishments

- To be able to develop and implement appropriate skills to improve customer service quality.
- Develop the customer service mindset
- Understand customer needs and apply the learned skills to present products/services
- Improve skills to communicate with customers in person and over the telephone
- Coach other customer service personnel
- Apply appropriate work ethics and values

Course Outline

- The customer service mindset
 - Understanding customer needs, wants and expectations
 - Understanding unique customer service dimensions
- What is proactive customer service?
 - Why do we need customer service?
 - Assess customer emotional needs
 - Effects of reactive and average service skills
 - Impact on company culture
- Achieving customer service excellence vs. just meeting responsibilities
 - Products / services knowledge
 - Understanding market sentiments
 - Customer culture and traditions
 - Dealing with internal customers
 - Customer satisfaction

- Professional telephone techniques
 - How to answer the telephone with impact
 - Professional approach to incoming calls
 - Outgoing call management

Who Can Benefit

All personnel dealing with customers





Related Training

- Difficult Customers, Complaint Handling and Solving Problems
- Advanced Communication- 'The Power of Assertiveness'
- Managing Time & Stress
- Strategic Customer Service for Managers & Team Leaders

Duration

3 days

Mode

Consultant led classes including practical exercises, case studies, role play and team assignments

Prerequisites

Reasonable command of the English language

Course Code: CSS-210

