

CUSTOMER SERVICE BREAKTHROUGH

Best Practices of Leaders in Customer Support



Customer service relates to the service provided to customers before, during and after a purchase. No matter the size of your business, excellent customer service needs to be at the heart of your business model if you wish to be successful. It is important to provide good customer service to all types of customers, including potential, new and existing customers.

Although it can take extra resources, time and money, excellent customer service can generate positive word-of-mouth for your business, keep your customers happy and encourage them to purchase from your business again. Good customer service can help your business grow and prosper.

At the end of this training, you will know how to:

- Provide exceptional customer service that achieves results and gets noticed
- Adopt the skills and techniques that routinely deliver positive customer experiences
- Deal effectively with difficult customers and turn complaints into opportunities
- Contribute to a customer-centric culture and achieve greater customer satisfaction
- Demonstrate a positive, professional approach with internal and external customers

Who Should Attend

Anyone who needs to interact effectively or build relationships with external or internal customers, executives, help desks, technical support, front-line or support staff.

Activities in This Course:

- Profiling your customer service skills
- Defining customer service excellence
- Assessing customer expectations
- Modelling effective responses to typical scenarios
- Handling customer complaints and difficult situations

COURSE OUTLINE

Lesson 1: Customer Service Excellence

- Focusing on the how as well as the what
- Developing a relationship of mutual trust
- The Five Key Values of Customer Service

Lesson 2: Creating the Customer Experience **Emotional aspects of the customer experience**

- Making the initial connection with the customer
- Presenting a positive first impression
- Influencing customer perceptions
- Exceeding customer expectations

Lesson 3: Identifying the differentiators of excellence

- Taking responsibility for demonstrating customer care
- Navigating the customer through the process
- Instilling confidence with a personal approach

Lesson 4: Adopting a problem-solving approach

- Turning active listening into problem solving
- Employing questioning techniques that focus on improved outcomes
- Encouraging a spirit of enquiry
- Moving to a team approach with the customer

Lesson 5: Achieving results for the remote customer

- Choosing and using appropriate media
- Applying best practices in call centre etiquette
- Top tips for e-customer care

Lesson 6: Dealing Constructively with Tough Situations

Calming upset customers with active listening

- Demonstrating emotional intelligence
- Displaying empathy and showing neutral support
- Defusing anger and controlling the situation
- What you should not say to an upset customer

Lesson 7: Techniques for dealing with difficult people

- Remaining objective in challenging situations
- Personalising and depersonalising messages
- Asserting your position through polite repetition

Lesson 8: Transforming complaints into opportunities

- Generating useful feedback and learning
- Turning a negative situation into a loyal customer
- Tapping into the potential advocate within your customer

