

Delivering Responsive Customer Service



INTRODUCTION

A great customer service experience is vital to the success of a company, and delivering that service is what shapes the customer experience. This training program is ideal for anyone who wishes to provide their valued customers with a premium level of service. You will learn how to better understand customer expectations, profile difficult customer situations, and deal with customer objections using a proven model for effective complaint resolution. It also goes over how to use assertive techniques and positive language to diffuse difficult situations, reduce stress, promote team camaraderie, and create a positive customer experience resulting in win-win situations.

This interactive workshop is informative, fun, and provides easily applicable solutions for service excellence that are proven to work in today's toughest customer service arena - the real world.

QUICK FACTS

Who Should Attend?

This program is ideal for anyone who deals with customers, and wants to provide a more customized or personalized experience for them.

Number of Days

1 Full-day

CCSS© Designation Qualified Course

Yes - Qualified course for CCSS© Designation

Program Objectives

This program is designed to teach you how to:

- Create a positive and responsive customer experience
- Work effectively with teams
- Learn how to be proactive with customers
- Use positive language with customers
- Increase employee confidence
- Offer value added conversations to create a positive experiences
- Raise the awareness and impact of exceptional customer service and how each individual contributes to the success of the organization
- Understand how to communicate with different personality types effectively

Highlights You Will Learn

- Techniques for asking and discovering the real customer issues
- Why it is important to keep customers "in the loop"
- How to improve the quality of communication with customers
- Ways to deal with "Difficult" situations
- Key steps to reduce and avoid customer complaints
- Effective ways to manage customer expectations

Training Format

Our interactive and engaging workshops leverage adult learning principles to ensure sustainability of training. Our training approach is comprehensive, engaging and designed to enable a productive and inspiring experience for participants. This is accomplished by embedding select training techniques, including but not limited to:

- Team Building Activities & Breakout Sessions
- Self-Assessments & Quizzes
- Client-Specific Role Plays
- Case Studies Materials and Resources

SUGGESTED COURSE CURRICULUM



Module 1.0 – The Value of a Customer

To deliver exceptional service, it is important to first identify what customers value, who they are and what their expectations might be. In this module participants explore who a customer is and how to uncover their needs.

- Identify customers and what they value
- Identify and distinguish Moments of Truth, Moments of Misery, and Moments of Magic for the customer
- Describe the basic customer needs; knowing that customers ask for what they want, but what they need is a whole lot more
- Explain ways in which co-workers are internal customers and why they should be treated with the same respect as external customers



Module 2.0 – Handling Customer Interactions

Every interaction with a customer can be viewed as an opportunity - an opportunity for issue resolution, education, recommendation, and to WOW. This module teaches participants how to have successful and effective interactions with customers that help establish rapport and result in overall positive experiences.

- Telephone Etiquette
- Positive Control of the Call
- Establishing Control
- Demonstrating Confidence
- Demonstrating Understanding, Care, Concern and Respect



Module 3.0 – Responsive Service Cycle Framework

As soon as a customer starts to interact with your organization, their experience begins. In this module, participants will gain a deep understanding of the Responsive Service Cycle and will be well equipped to deliver exceptional service experiences from start to finish.

- Step 1: Greet
- Step 2: Listen - Listening for Rapport Building
- Step 3: Negotiate
- Step 4: Resolve
- Showing Empathy Effectively



Module 4.0 – Powerful Briefings

A conversation with a customer is a wonderful opportunity to deliver world-class service. In this module, participants gain the skills needed to communicate effectively with customers and address their needs resulting in overall positive experiences.

- Speaking the Caller's Language – Positive Words and Phrases
- Types of Questions
- Question Scenarios – Collecting Information for Problem Resolution



This program is can be delivered on-site and customized to your specific needs.
Contact us for details.

Phone: 905-477-5544

Email: info@myCSPN.com

Website: www.myCSPN.com

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Module 5.0 – Difficult Customers

From time to time, organizations and their employees must deal with difficult customers. In this module, participants learn the tactical skills needed to effectively handle tough situations and avoid escalation. They will also learn proven alternatives to ‘no’ and how to manage their stress to remain calm and focused when handling a difficult situation.

- Four Personality Types
- Why Deal with Difficult Customers?
- Irate Customers
- Righteously Indignant Customers
- Chatty Customer
- When you Can’t Say ‘Yes’
- Never Say Never No More
- Customer Service Role Play and Critique



Module 6.0 – Team Work

When everyone is on the same page and has a clear understanding of expected standards, consistently delivering world-class service becomes simple. In this module, participants learn the value of teamwork and how collaboration and support leads to achieved goals and targets.

- The Value of Teams
- A Note about Diversity
- 4 Stages of Team Dynamics
- Team Roles
- Team Building Exercise



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