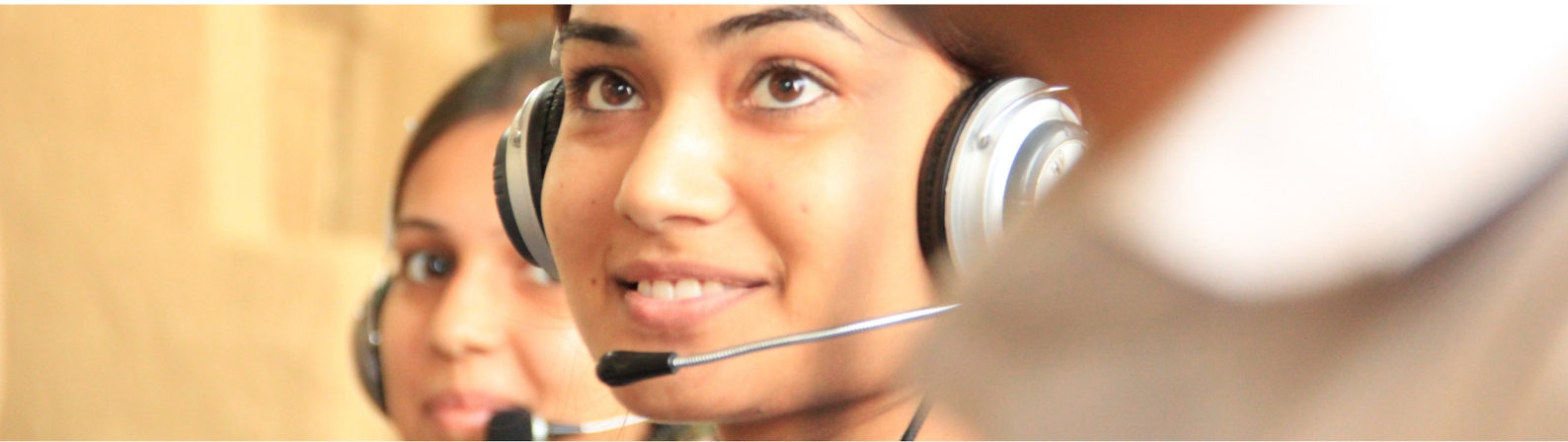




EXCEEDING EXPECTATIONS IN CUSTOMER SERVICE

COURSE OVERVIEW

Suitable for team members at all levels who wish to improve their customer service and communication skills. The goal of this course is to prepare you to provide excellent customer service to customers, regardless of whether you interact with them in person, over the telephone, or by email.

LEARNING OUTCOMES

- Establish your own definition of great customer service.
- Make great customer service a priority.
- Understand the impact of the service-profit chain on your organisation.
- Identify ways to truly meet your customers' needs.
- Engage your customers through email, phone, and in-person communication.
- Be more positive when it comes to delivering bad news to customers.
- Create a solution-centric approach to complaints when dealing with unhappy customers.

TRAINING INCLUSIONS

- Certificate of attendance
- Digital training Manual, activities and resources
- Live recorded session copy (virtual training only)
- Access to online peer mentoring group
- 24/7 access to your personalised client platform

Virtual - Training requirements

- Working computer with microphone and speaker
- Up to date web browser

TOPICS COVERED IN THIS COURSE

What is assertiveness?

Every customer has a different set of expectations.

Getting serious about customer service

Find out what four actions your organization should take in order to succeed.

The service-profit chain

Gain an understanding of what drives growth and profitability for service businesses, and what triggers a fulfilled mission in non-profits and public organisations.

Moments of truth

Identify the moments that determine customer satisfaction and experience. A client's perception of quality is achieved here.

Meeting your customers' needs

There are two types of customer satisfaction – rational and emotional. Do you know which is the best for your business?

Customers' psychological needs

Identify four psychological needs your customers have.

Telephone, email and customer service

Customer service tips for optimising these tools.

Building rapport with customers

Connecting with people of different kinds is a skill that good communicators possess.

What customers want to hear

A good customer service experience requires empathy when we are unable to satisfy the needs and wants of our customers.

Effective questioning techniques

Customers sometimes dislike being asked many questions. Make your search for information easier.

Complaint handling

In order to protect your reputation, you must be empowered to handle complaints.

CORE COMPETENCIES

- Business Acumen
- Composure
- Understanding Others