

Achieving Excellent Customer Service – Training Programme Overview

Target Audience

Front line customer service employees, or employees with internal customers and/or external customers.

Purpose

To develop the skills needed to provide service excellence in order to consistently meet customer needs and exceed their expectations. To equip delegates to handle difficult situations responsively and effectively, without losing customer goodwill.

Outcomes

Delegates will be able to: -

- Understand the short and long term consequences of current customer service
- Accurately diagnose customer needs using facts rather than assumptions
- Understand how to positively manage customer expectations and plan to exceed them
- Apply more confidence in dealing with problems quickly and in a way that is beneficial to their own business and the customer's
- Demonstrate the way in which behaviour affects customer perception and behaviour
- Build upon current good practice
- Identify service improvement opportunities and plan to capitalise upon them.

Preparation

Delegates have the opportunity to complete a pre-training briefing with their line manager and take the opportunity to collect feedback from existing internal/external customers.

Programme Content

- Ten essential elements of service excellence
- Knowing your product or service and separating benefits from features
- Managing image credibly and becoming a genuine ambassador for your organisation
- Using diagnostic skills to identify customer needs – using factual information and avoiding assumptions
- Managing and exceeding expectations profitably
- Impact and influencing skills and how to use them to build effective relationships
- Monitoring performance
- Defusing and converting difficult interactions successfully
- Practical exercises – applying learning to real life situations
- Identifying opportunities for change in the work place
- Action planning to implement changes.

Duration

Two days from 0900 – 1700.