

# customer service



Anyone who delivers service to others, inside or outside of the organisation, will benefit from this training course



Full day course.

Half-day workshop sessions marked with  $\frac{1}{2}$



Run at your offices or in a virtual classroom

Everyone in an organisation is expected to deliver great customer service. Whether your customers are your traditional external customers, paying for goods and services, or internal colleagues who need your support, you need to provide service to a high degree.

This customer service training course builds the emotional intelligence skills that allow participants to create impactful customer experiences. They will define the practical actions they can take to create customer interactions that 'wow' the customer.

## goals

- clarify who the customers are
- understand what creates exceptional customer experiences and why they matter
- identify the 'moments of truth' and ways to improve customer experiences
- learn how to respond with emotional intelligence in person, by phone or by email
- take ownership of the customer experience
- know how to deal with complaints
- handle challenging situations by finding alternative options
- find common ground and be flexible with a diverse customer base.

**train** 

The goal as a company is to have customer service that is not just the best but legendary – Sam Walton

# workshop info

Our facilitator will adapt the content and workshop style to the needs of the group. The following is a one-day program outline, which we can cut to a half-day workshop. Topics for half-day option denoted by ½  
We are happy to tailor topics – please discuss with us.

## Introduction and workshop overview

Participants will review the agenda and will discuss their training objectives.

## Who is the customer? ½

The group will discuss who their customers are, and they will discuss why they are important. This discussion will look at external and internal customers and stakeholders.

## Tuning in ½

Participants will discuss essential customer service and EQ skills such as questioning, listening and observing.

## The moments of truth ½

Next, the participants will work out the customer lifecycle with your organisation. They will determine the importance of the moments of truth to then create powerful customer experiences.

## Who owns the customer?

In this session, the group reviews who is responsible for customer interactions and how to ensure customers have a smooth experience.

## The wow factor ½

As the participants consider how they and the organisation can address their customer needs. What would *legendary* customer service look like?

## First impressions

Creating that wow factor often starts with first impressions. In this session the group will brainstorm what creates a customer's first impression, even if that interaction is over the phone.

## Happy language, happy customers ½

It is a useful EQ skill for customer service team members to have ways of remaining cheerful and maintaining energy. Tips around this and using positive language will be the focus of this section.

## Phone and digital conversations

Different ways to communicate with customers present different challenges. The participants will discuss the challenges they face and ways of overcoming them with practical tips.

## Dealing with complaints

Inevitably the group will have come across customers who are complaining or are upset. The participants will build their customer skills to handle these situations with EQ.

## Diverse customer bases

Truly legendary customer service shows sensitivity to a diverse customer mix. The group will learn to use EQ, to make it easier for the customer to understand and tweaking their style to establish a better connection.

## Action plan ½

This training course covers lots of elements of customer service so it is important that all group member compile their own action plan based on their role and where they believe they can go that extra mile.



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