

Pathways to Service Excellence

Duration: 16 hours

Delivery methods:

- Self-discovery and critique
- Group exploration and facilitator led discussions.
- Game based learning
- Practical exercises
- Best practice theory exploration

Overview:

The best learning experiences occur when you learn specific concepts, then practice them during the training and walk out with a solid technique you can apply the next day on the job. In this training we will do just that. We will learn the concepts, followed up by numerous hands-on practical activities to practice the skills so you walk out with specific best practice customer service techniques that are essential for you as a professional customer service representative to help you do an even better job than you are currently doing.

So, if you want to get even better customer feedback, provide great customer experience and consequently achieve more sales than last year this training program is very much for you.

Course objectives:

By the end of this training course participants will be able to:

- ✓ Understand how far customer service has evolved and acknowledge the effect of social media.
- ✓ Identify ways to deal better with the different customer generations.
- ✓ Practice active listening and customer lifestyle questioning.
- ✓ Learn useful memory tips and tricks to remember customers names and other details important to them.
- ✓ Clearly understand the importance of acknowledging both words and emotions.
- ✓ Learn a quick technique for handling angry customers.
- ✓ Identify 10 different best practice customer service techniques that can be used immediately back on the job.

Target audience

Customer service staff and professionals at all levels

Course outline

Module 1: Realities of customer service today

- The realities of customer service today
- ROI of customer success
- Dealing with the different customer generations (GenX, GenY, Baby boomers, traditionals)
- Customer lifestyle questioning

Module 2: Sharpen your listening skills and memory

- Stages of consciousness
- Active listening skill practice
- Memory tips and tricks
- Acknowledge the words and the emotions.

Module 3: Ten Customer Service Best Practice Techniques

- The service recovery catch
- When dealing with angry customers and customers showing strong emotions
- When you want customers to do something or follow your direction
- When the customer is arguing
- When the customer tells you, they are having an issue
- When the customer expresses displeasure
- When turning negative experiences into positive ones
- When the customer has been given wrong information
- When we are in the wrong
- When a customer requests a discount
- When a customer threatens to defect to competition

Competitive review game