

€ TRAINING

Achieving Excellence by Providing a Quality
Service



26 - 30 August 2024
Cambridge (UK)



Achieving Excellence by Providing a Quality Service

REF: V349 DATE: 26 - 30 August 2024 Venue: Cambridge (UK) - Fee: 5830 Euro

Introduction:

Achieving customer service excellence is not accomplished by accident, nor is it attained without effort and teamwork. It requires well-trained customer service professionals who have a passion for providing quality service. This program emphasizes the importance of providing customer service excellence in a competitive environment, proven strategies for service recovery, and negotiation techniques for professionally dealing with difficult customers.

Program Objectives:

By the end of this program, participants will be able to:

- Understand customer service standards and expectations for both internal and external customers.
- Handle difficult customers, resolve conflicts, and set SMART goals to boost productivity.
- Apply stress management techniques and identify factors that promote customer retention and loyalty.
- Use interpersonal skills to improve customer service and develop a customer-focused mindset.
- Communicate effectively with active listening and questioning, enhancing service quality.

Targeted Audience:

- Head of Customer Service.
- Customer Service Supervisors.
- Customer Service Professionals.
- Receptionists.

Program Outline:

Unit 1:

Setting The Standards for Customer Service Excellence:

- The benefits of providing excellent customer service.
- Breakout session: How to use customer service to promote customer loyalty.
- The WOW Factor: Going the extra mile and then some!

- The importance of managing internal and external customer expectations.
- First impressions: What do your customers see and hear?
- Understanding and working with the four customer styles.
- Practical exercise: What is your individual personality type?

Unit 2:

Communicating the Customer Service Message:

- How well does your organization communicate the importance of customer service?
- Understanding your customer's nonverbal communication.
- Tips for building trust and rapport quickly—face-to-face or on the telephone.
- What is your preferred learning style?
- Develop your active listening skills to enhance communications.
- Use questioning techniques to identify a customer's expectations and service requirements.
- Telephone tips to promote a professional image.
- The dos and don'ts of written communication.

Unit 3:

Service Recovery: Handling Complaints and Difficult Customers:

- The importance of customer complaints and why they should be encouraged.
- Six steps to service recovery.
- Case Study: Best Practices of Scandinavian Airlines and The Disney Corporation.
- Strategies to help calm upset customers.
- Managing emotions during stressful situations.
- Empower employees to get the job done.
- Breakout session: Step-by-step process for handling a customer complaint.
- Dealing with upset customers.

Unit 4:

Principles of Persuasion:

- Requesting feedback from customers and colleagues.
- The art of giving and receiving feedback.
- Case study: Best practices - Xerox's Five Pillars of Customer-focused Strategy.
- Negotiating mutually beneficial outcomes.
- Words and tones to avoid.
- The RATER Model: Five dimensions of customer service excellence.
- Best practices for call handling, documentation, and quality assurance.
- Measuring and monitoring customer satisfaction.

Unit 5:

Getting the Right Customer Service Attitude:

- The importance of attitude and teamwork.
- Focusing on continuous improvement.
- Stress management tips to increase productivity.
- Practical exercise: What are your biggest "timewasters" that block productivity?
- The customer service mission and vision.
- Setting personal and professional goals.
- Practical exercise: What is your Action Plan?