

Customer service excellence will give you the competitive advantage you need to survive and thrive in a tough and increasingly challenging business environment. Let's face it. Our customers expect us to do more with less. Every interaction we have with customers is a critical opportunity to build faith or damage the relationship. In today's customer-oriented business environment, "people skills" are critical for personal and organizational success. How you handle your customers can directly affect your company's performance. This 2-day training workshop delivers the essential good customer service skills necessary to build the behaviors that create positive LASTING EXPERIENCES EVERY TIME. IT will have modules that are customized and have relevant role-plays and exercises that are "real-life" to your organization. The materials will be positioned to incorporate communication tools that create successful relationships with both external and internal customers.

OBJECTIVES:

Participants will -

- Develop consistency among all customer service providers.
- Develop an understanding of customer needs.
- Learn to take accountability for meeting those needs.
- Enhance communication skills to build trust and rapport.
- Understand how to control the call.
- Learn how to quickly "people read" to adapt to our customer's preferred communication style
- Explore ways to handle difficult customers.
- Create an action plan for personal and professional growth

WORKSHOP AGENDA:

WHAT IS GOOD CUSTOMER SERVICE AND WHY IS IT IMPORTANT?

This module will focus on helping the participants understand what good customer service is and how it can benefit the organization, the individual and the customer.

- Participants examine the rewards of good service and the penalties of bad service.

CREATING A POSITIVE LASTING EXPERIENCE (PLE)

With every opportunity and interaction with a customer, we have a chance to create a positive lasting experience. During this section, we will look at setting long- and short-term goals and creating a personal vision for that PLE, as it relates to providing customer excellence.

Self-assessment: Participants complete a customer service self-assessment to determine their strengths and areas of opportunity.



CUSTOMER SERVICE EXCELLENCE WORKSHOP

CUSTOMER SERVICE AS DEFINED IN YOUR ORGANIZATION

In this section, you will explore what your organization expects of you, and how to ensure that those standards line up with what customers expect.

BE A PROBLEM SOLVER

We will look at and practice a six step plan for solving problems. Then, participants will practice using the plan in a role play. We will also look at a six-step process that you can use to turn unhappy customers around.

DISC BEHAVIOR STYLES – ADAPTING FOR IMPROVED COMMUNICATION

This module focuses on how we can communicate more effectively both internally and externally by understanding our own style and the style of others. Participants will take an online DiSC assessment prior to the workshop. The four styles include:

- **Dominance** – focus is the bottom line. This person is assertive and to the point.
- **Influence** – focus is on creative ideas and influencing others. This person is also assertive and very people oriented.
- **Steadiness** – focus is on harmony, teamwork, and people. This person is less assertive but very team oriented.
- **Conscientiousness** – focus is on details and processes. This person is less assertive and enjoys working alone.

We take a deep dive into:

- Understanding your own style.
- Assessing the styles of those around you.
- Learning to adapt to improve communication, customer service, and productivity.

COMMUNICATION SKILLS FOR CUSTOMER EXCELLENCE

This section will give participants an introduction to key communication skills, including empathy, body language, asking questions, and listening.

PROJECTING A POSITIVE VERBAL IMAGE

We set the tone of each call the minute we pick up the phone. Our voice sends a message to the customer that says I do or do not want to help you.

We discuss and practice:

- Setting a positive tone.
- Knowing your audience and adjusting
- Staying professional – be prepared, know the message you plan to send, and think before you speak.
- Focusing on what you can do, not what you can't.
- Being accountable – avoid blaming others for issues that have not been resolved.
- Keeping the customer informed – let them know what to expect.
- Consistency.
- Dealing with all issues in a positive manner.
- Following up as promised.

UNDERSTANDING THE CUSTOMER

This module focuses on knowing the customer and understanding what each customer wants and needs. Two key skills that are discussed and practiced are:

- Effective listening
- Asking the right questions/problem solving

We also conduct an exercise around customer wants and needs – as well as how to meet those needs.

GUIDING THE CUSTOMER CALL

A key component of good service is remaining in control of the call and always letting the customer know what to expect. We plan and practice how to:

- Open.
- Gather the facts.
- Set and manage expectations.
- Offer solutions/alternatives.
- Close the call.
- Follow-up.



CUSTOMER SERVICE EXCELLENCE WORKSHOP

HANDLING DIFFICULT CUSTOMERS/SITUATIONS

In this module we tie in all of the skills that have already been addressed and discuss how to handle a “difficult” customer. The process for handling an irate customer includes:

- Acknowledge the customer’s feelings and allow him to vent
- Empathize – put yourself in his shoes
- Accept responsibility/don’t make excuses
- Offer alternatives
- Don’t take it personally
 - “How to serve it up” by utilizing the proper volume, pace, tone of voice and the proper word choice.

ACTION PLANNING

Each day will end with an action planning session and a homework assignment. Participants commit to applying/improving/practicing three skills that will allow them to better exemplify customer service excellence. Appropriate action steps are developed with time frames for implementation.

LENGTH OF SESSION

Two-day workshop

CLASS SIZE

Maximum of 16 people per workshop.