



Course Outline: CUSTOMER SERVICE EXCELLENCE

What determines your customer's views of your company? What do you do to earn their loyalty? Did you know that customers' loyalty is more strongly influenced by their personal experiences with your staff than any other factor? Customer loyalty requires very specific skills, attitudes and behaviours of everyone in your organisation - not only of your frontline staff.

Success Factory's Customer Service Excellence training will ensure that participants learn essential customer service concepts and skills.

Success Factory's Customer Service Excellence programme focuses on the 'human' aspects of business interactions. We obtain buy-in from participants to deal with customers more compassionately and with greater understanding.

COURSE OUTLINE

1. Emotional Intelligence
2. Serving attitude
3. Professionalism
4. Communication Styles
5. Quality Service Performance Standards Assessment
6. Group Exercise: Customer Service Questionnaire
7. Customer Service Vision
8. Customer Service Action Plan
9. Team's Swot Analysis
10. Team's Customer Service Goals And Objectives
11. Individual's DIFSWOT
12. Own Customer Service Goals And Objectives
13. Three Dimensions Of Service
14. Project An Attitude Of Service
15. Considering The Customer
 - ✓ Task Skills
 - a. Requesting feedback
 - b. Providing feedback



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- c. Extending yourself
- 16. People Skills
 - a. Demonstrating awareness (using EI skills)
 - b. Service steps
 - c. Highlighting the positive
- 17. Concluding
- 18. Service Steps
- 19. Listening Skills
- 20. The Telephone Call
- 21. Quiz (This is a fun way to assess training outcomes)

OUTCOMES

Delegates will:

1. Learn the principles of emotional intelligence in order to understand behaviour and to manage own and others' emotions better.
2. Learn the specific behaviours that create memorable customer experiences in your business.
3. Identify their internal and external customers.
4. Learn how to identify and deal with both the human and business components of customer interactions.
5. Understand what professionalism is and be able to demonstrate appropriate behaviours.
6. Demonstrate and use empathy and compassion.
7. Learn how to deal with their own frustrations when dealing with certain customer behaviours.
8. Identify the behaviour, body language, and specific words that create unproductive interactions.
9. Learn how to identify others' communication style and how to deal with each different style.
10. Discuss the company's customer service vision and write team and individual goals and objectives and an action plan to achieve it.
11. Complete a DIFSWOT to assess what they find **D**ifficult/**D**emanding; **I**nteresting/**I**mportant; **F**requent/**T**ime Consuming; their **S**trengths and **W**eaknesses; **O**pportunities that exist for them and to face issues that may result in **T**hreats if ignored. They will use the information to write goals, objectives and action plan which should be used to coach and mentor them in the workplace.
12. Identify ways they create unproductive customer interaction and commit to creating positive memorable customer experiences.
13. Identify causes of stress and 'buttons being pressed' and strategies for reducing it.



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14. Learn to respond productively to negative behaviours of others.
15. Practice using appropriate words and body language.
16. Learn how to focus on the issue and not the person when dealing with displeased or upset customers.
17. Practice different responses when handling difficult customers.
18. Practice responding to verbal attacks and/or abuse.
19. Discuss positive aspects of the organisation and their work environment.
20. Buy into having a 'serving attitude.'

DURATION

3 Full days