



Vision, Energy & Passion To Serve

Certificate: None

Duration: 2 Days

Course Delivery: Classroom/ Virtual

Language: English

Credits: 16

Course Overview:

Always putting your customer at the center of your business creates a service driven culture. The best and most successful businesses clearly understood this fact.

This two day customer service training course will motivate participants to become more customer focused and more passionate about delivering outstanding service by understanding the logical and emotional motivations of a customer to buy or continue using a service. participants will learn how to become more flexible communicators who are able to engage better with customers, portray energy, commitment and ownership in each customer interaction. This two day program will energize your staff to deliver world class service that leaves customers with a lasting positive impression.

Target Audience:

Any employee who delivers service to customers

Learning Objectives:

After completing this course, delegates will be able to:

- Discover the attitude, skills and knowledge needed to be a successful customer service representative.
- Explain the importance of measuring & benchmarking service as well as the value of a lost customer.
- Realign their thinking about customer complaints and understand the opportunities in each challenging customer situation.
- Understand what true customer loyalty is and the importance of their role to ensure a positive customer experience.
- Understand the concept of plus one's and the value of exceeding customer expectations in each customer interaction.

Prerequisites:

There are no formal prerequisites.

Course Materials:

Students will receive a course manual with presentation slides and reference materials.

Technical Requirements:

For eBooks:

Internet for downloading the eBook

Laptop, tablet, Smartphone, eReader (No Kindle)

Adobe DRM supported software (e.g. Digital Editions, Bluefire Reader)

eBook download and activation instructions

Agenda:

Module 1 : What do customers want?

- What customers want?
- Logic Vs Emotion
- Winning customers hearts
- Customers want CASH

Module 2 : This thing called "Loyalty"

- Defining a lifetime customer
- Drivers of customer loyalty
- Keeping Customers loyal and plus one's
- Why customers leave and cost of losing a customer

Module 3 : Measuring customer satisfaction:

- Importance of customer feedback
- Methods of collecting customer feedback
- What is NPS?

- Rate my NPS activity

Module 4 : Having The Right skills and attitude:

- Attitude, Skills and Knowledge
- Having the right service mentality
- Rapport = Results
- Strategies for building rapport

Module 5 : Value of a complaint:

- A Complaint is a gift
- Ground rules for receiving a complaint
- Avoiding customers hot buttons and forbidden language

Module 6 : Customer service techniques:

- Seven Diffusing techniques
- Disengaging
- Face saving out
- Empowering customers

Certification:

Once after the training you receive course completion certificate from Mangates