

EXCELLENCE IN CUSTOMER SERVICE (REF:OTSECS001)

Duration: 4 days
Target audience: All staff

Overview

Customer service is the service provided to customers before, during and after purchasing and using goods and services. Good customer service provides an experience that meets customer expectations. It produces satisfied customers. Bad customer service can generate complaints. It can result in lost sales, because consumers might take their business to a competitor.

80% of CEOs believe they deliver a superior customer service, but only 8% of their customers agree! Customer service is sometimes the only way a business can differentiate itself from its competitors. It isn't just about the way you greet and serve your customers; it involves many aspects of business operations. Quality customer service is about exceeding the expectations of your customers and really focusing on their needs and expectations.

There are certain customer service skills that every employee must master if they are forward-facing with customers. Without them, you run the risk of finding your business in an embarrassing customer service train-wreck, or you'll simply lose customers as your service continues to let people down. There are a few key skills that every customer service provider should have that will dramatically improve their conversations with customers.

Objectives

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

- Define the dimensions of customer service
- Recognise customers' needs, wants and expectations
- Identify and set standards of performance and measures
- Use interpersonal skills to deal effectively with people
- Contribute to developing a culture of customer care

Training techniques

A variety of training techniques will be used including:

- Experiential learning
- Case studies
- Group learning and discussion
- Individual challenges
- Collaborative and competitive tasks
- Training videos
- Role plays and simulations

Resources

Participants will each receive the following materials:

- Course workbook
- Recommended resources



Course content

Pre- and post-course quiz

The dimensions of customer service

- Developing customer centricity
- Identifying customers
- Identifying needs, wants and expectations
- Using perception points to deliver service
- Managing your customers' experience

Good customer care begins with you

- Developing positive attitudes
- Adjusting to different personalities
- Identifying strengths and weaknesses

Delivering service

- Setting standards of performance
- Communication
- Cooperation
- Care
- Developing customer centricity

How to measure customer satisfaction

- Measurement tools
- Measuring your effectiveness
- Customer awareness
- Using feedback to improve performance

Competencies Addressed

- Communication & Interpersonal Skills
- Delivering Results
- Problem Solving & Decision Making
- Relationship Building

Assertive communication

- Face-to-face
- On the telephone
- By email

Listening skills

- The barriers to good listening
- How to show you are listening
- Combating listening filters of others

Handling awkward people and situations

- Identifying awkward behaviour
- Problem solving
- Finding win-win solutions

