

# Going the Extra Mile: Achieving Excellence in Customer Service

1 Day GEM1

## OVERVIEW

This one-day course equips participants with the skills to deliver consistent service excellence at every customer 'Touchpoint'. It will also enable them to handle difficult situations and achieve increased customer satisfaction and loyalty.

Companies that offer differentiated, reliable and customer-friendly service have a distinct competitive advantage. Because customers have become more demanding, no longer do they choose speed, quality or price - they now expect all three. This course focuses on the key actions required to achieve real excellence in customer service. The key to customer handling is practice, so participants will be encouraged to use real life examples from their place of work to see how they can improve the quality of customer service they provide. They will also take away guidance notes and templates to use, to help them assess their behaviour when working with their customers.

## DESIGNED FOR

For participants who already have some experience within a customer service role, either with internal or external customers, and are looking to develop their skills further. The focus is on how to deliver a consistent quality service by changing the way they think about customer service and changing their behaviour to match the situation.

## LEARNING OUTCOMES

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

- State their role in achieving a differentiated branded customer experience.
- Shape and deliver their customers' expectations.
- Identify the relationship between effective communication and customer loyalty.
- Handle customer complaints and objections successfully, using new tools, tips and techniques.
- Maintain a positive, customer-focused attitude, even in challenging situations.
- Deliver consistent service excellence at every customer 'Touchpoint'.

## TOPICS COVERED

### What is a Differentiated Customer Experience?

- Internal and external customer service, and customer service teams
- Your impact on the customer experience
- Projecting a 'brand' image

### Meeting Customer Expectations

- Understanding customers' needs and expectations
- Why do customers complain?
- Barriers to effective communication

### Communicating Positively with Customers

- The impact of poor listening and questioning
- Using information effectively
- Giving 'bad news' and saying 'no' constructively

### Turning Complaints Into Opportunities

- Defusing a difficult situation
- Demonstrating empathy - exploring options and alternatives
- Balanced behaviour responses

### Ensuring Consistent Quality Service

- Acting on feedback from customers
- How to influence customer loyalty
- Improving the brand experience



## EXTRA NOTES

*Further Development:*

*Managing & Coaching your Customer Service Team (CST1)*

*An equivalent course is available in Arabic. Please call us for details.*