



Elsabé Manning

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CUSTOMER SERVICE EXCELLENCE (Two days)

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 company - not only of your frontline staff.

Our Customer Service Excellence training will ensure that participants learn essential customer service concepts and skills. Our 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. The Principles Of Emotional Intelligence
2. Serving attitude
3. Professionalism
4. Quality Service Performance Standards (Self-assessment)
5. Group Exercise: Customer Service Questionnaire (self-assessment)
6. Customer Service Vision
7. Customer Service Action Plan
8. Team's Customer Service Goals And Objectives
9. Own Customer Service Goals And Objectives
10. Three Dimensions Of Service
11. Project An Attitude Of Service
12. Considering The Customer
13. Task Skills
 - a. Requesting feedback
 - b. Providing feedback
 - c. Extending yourself

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

OUTCOMES

Delegates will

1. Learn the principles of emotional intelligence to understand behaviour and to manage own and others' emotions better.
2. Learn the specific behaviours that create memorable customer experiences.
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 and demonstrate professionalism.
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. Identify ways they create unproductive customer interaction and commit to creating positive memorable customer experiences.
12. Identify causes of stress and 'buttons being pressed' and strategies for reducing it.
13. Learn to respond productively to negative behaviours of others.
14. Practice using appropriate words and body language.
15. Learn how to focus on the issue and not the person when dealing with displeased or upset customers.
16. Practice different responses when handling difficult customers.
17. Practice responding to verbal attacks and/or abuse.
18. Discuss positive aspects of the company and their work environment.
19. Buy into having a 'serving attitude.'