



QUALITY CUSTOMER SERVICE

Measurable and improved results through skills transfer, practical application and ongoing development.

Programme Outline

Machines give service, people give delight. Make sure your people aren't mechanical when serving customers. Customer delight comes about by adding value to the transaction, delight by doing the common things uncommonly well.

This programme changes attitude to wanting to serve the customer for repeat business and provides the skills for doing so. Emphasis is on developing the right service attitude, meeting customer needs, giving quality service, handling irate customers, telephone skills, obtaining orders, developing the sale, contacting the customer.

Most relevant to anyone involved in customer contact, whether internal or external.

Participant Benefits

Improved customer handling and service skills and therefore contribution to profit through participants:

- Understanding the context of quality customer service
- Developing an attitude of wanting to serve the customer
- Recognising why customers buy
- Matching service to customer expectations
- Improving telephone and face-to-face communication effectiveness
- Recognising the value of complaints
- Building the service giving team

Programme Content

Module 1: The Service Attitude

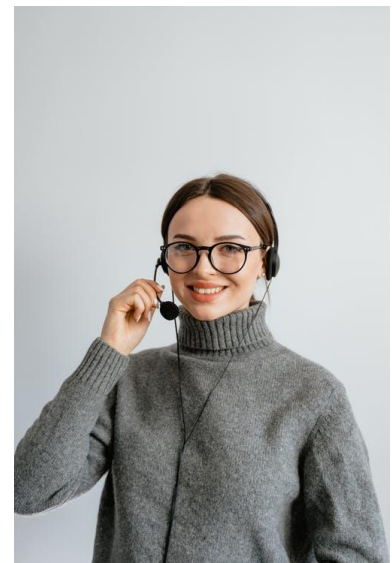
If we are not directly servicing the customer, then we should be serving someone who is. Customers, internal and external, will judge value given to them, not only from receiving the product, but the service associated with the product.

- What is customer service?
- Defining the customer(s)
- Qualities, characteristics and skills of effective service givers
- Creating the right image
- Developing the proper "service attitude"

Module 2: The Customer Service Sequence

Quality Customer service is not only the personal interface with the customer. It is a culture wherein all employees focus on effectively servicing the customer to deliver value. The organisation, therefore, has to be externally focused on the customer and competition and then ensure its policies and procedures are aligned to serve the customer.

- Customer service and the business cycle
- The Customer Service Cycle
- Moments of Truth



Module 3: Meeting Customer Needs

In delivering quality customer service, it is not what we think is appropriate, it is what the customer wants and values as important to them.

- Why and what the customer buys
- Determining customer benefits
- Gaining confidence in our product and service
- Explaining our value propositions

Module 4: Communication Effectiveness

Customers will judge the organisation on how they are treated by each staff member. Communication is like oil. Too much and the engine is clogged; too little and it will seize up. When dealing with our customers we must communicate for their benefit.

- Creating the right image
- The communication process
- Responsive listening and questioning
- Feedback skills for customer satisfaction
- The do's and don'ts in communication

Module 5: Telephone Skills

The telephone is a powerful communication instrument. We can see it as an interruption to our work or a vital tool to help us serve other people.

- Creating a favourable impression.
- Telephone etiquette.
- Communicating via the telephone.
- Transferring calls.
- Contacting the customer
- Suggesting possibilities.
- Satisfying the customer
- Steps in telephone service.

Module 6: Handling complaints

We will never satisfy everyone and so handling complaints is a critical part of a service-givers job. Complaints can be a good thing for it allows the organisation to learn. And proper handling can lead to greater success and profitability.

- The three causes of complaints
- Attitude, the all-important ingredient
- Company policy and complaints
- Ways to correctly handle the situation
- Action for mutual satisfaction

Module 7: Handling the Angry Customer

People do have differences of opinion and perceive events differently. Often we take a position on a matter and consider it right. So does the other party.

- Understanding why people become angry
- Ways we can increase their anger
- Ways to handle the angry customer and reduce their anger
- From “right” and “wrong” to consequences
- Action for resolution

Module 8: Creating the Service Giving team

In organisations, we do not operate alone to provide quality customer service. It is critical that we integrate the work of internal teams to meet customer expectations.

- Developing teamwork
- Setting and agreeing standards
- Getting quality service from others
- Benefits of teamwork



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