
customer service Excellence

PROGRAM OVERVIEW:

Customer Experience is a key component of ensuring organisations achieve their purpose and goals.

Managing customer experiences means building relationships that are trusting, enduring and able to navigate through challenging situations. And that is the key to engaging and retaining customers longer-term.

While we may think that customer service is a foundational skill, the communication required to overcome obstacles and complaints, and build customer loyalty actually requires a high level of emotional intelligence.

This program develops the essential mindset and behaviours that enable organisations of all types to deliver remarkable customer experiences every time to every stakeholder.

KEY LEARNING OUTCOMES:

By completing this course you will learn how to:

- Recognise the benefits of exceptional customer service.
- Assess the level they are currently providing.
- Identify key elements of exceptional customer experiences.
- Use verbal and non-verbal communication skills.
- Meet customer needs, emotional or transactional.
- Communicate with customers in a range of contexts, including telephone, email and in-person.
- Apply a growth mindset to dealing with customer complaints.

WHO SHOULD ATTEND?

- Everyone who wants to develop good relationships with key stakeholders, whether customer-facing, or servicing internal customers. Whether you are an individual contributor, team member, CEO or consultant, your 'customers' need and expect the highest level of emotionally intelligent service relationship from you.



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PROGRAM INCLUSIONS:

All participants will receive

- Training from an accredited facilitator.
- Pre-workshop preparation pack.
- Workbook with key concepts.
- Post workshop learning transfer activity – supports practice of new behaviours in the workplace.

DURATION:

- This is a one-day course, available in one full day, or two half-days, and either virtual or face to face.

PROGRAM PREREQUISITES:

There are no prerequisites for this course. Participants are advised to bring relevant workplace examples and challenges that they can focus on throughout the course.

DETAILED PROGRAM OUTLINE:

Module 1: Setting The Context

- Setting the context
- Benefits of a customer-centric focus

Module 2: Who Are Your Customers?

- Identifying your customers
- Exploring customer needs and wants

Module 3: Building Better Relationships

- Building trust and rapport
- Verbal and non-verbal communication
- Skills for customer engagement
- Telephone techniques
- Listening and questioning

Module 4: Managing Customer Complaints

- The builders of customer loyalty
- Managing yourself in a difficult conversation
- Knowing when and how to escalate

Module 5: Surprise and Delight

- The builders of customer loyalty
- Creating advocates
- Innovation – beyond the ordinary

