

Brilliant Customer Service!

Who will benefit

All technical, support and customer service staff, managers and team leaders who support or work with either internal or external customers.

Key learning points

Overall main objective: To raise customer service and support standards and instruct, equip and inspire participants to delight customers at every opportunity.

- Establish the standards and systems that can make every customer feel special - face to face, by email or on the telephone– both customers and internal colleagues
- Learn a range of professional communication techniques, tools and skills to use to make customer's feel valued and deliver above expectations
- Make a composed and confident first impression, meet and greet, so customers feel welcomed and well cared for, particularly when they have a problem
- Personal skills for listening effectively and to enhance an understanding of what customers really want and expect, plus using the right words, phrases and voice tone
- Best practice in writing and responding to customers by email
- Identify different customer needs and situations and change your approach accordingly
- Deal with complex or multi-stage technical problems more effectively
- Understand customer expectations and deliver more than you promise – go for the 'wow!'
- Maintain a positive attitude throughout the day
- Satisfy complainers, and calm upset customers and regain confidence and goodwill
- Turn problems into opportunities – for either sales or greater customer satisfaction

Training style

The training is very practical and objective. There are very clear and specific skills, models and techniques covered. The goal is on improving things that are already working, not going over old ground. Participants will discuss and plan new approaches on real-life examples taken from their own situations.

Each module will feature a high quality training presentation, group exercises and team activities and a high degree of participation and interaction.

The course includes regular discussion, planning and other practical exercises to develop and practice the skills and methods presented. Presentation and exercises will be tailored to specific situations from participants work: The style is up-beat and motivational.

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Introduction

- Personal objectives
- Defining what is '*Customer Service and Support Best Practice*' - knowing what your customers really want and expect from your company and you personally, and the importance of the job you do in delivering both satisfied customers and job satisfaction
- Understanding who your customers are – by personality type

Making every customer feel SPECIAL

- The main types of service and supported offered today - where do you rate?
- The difference that makes a difference - examples of good and bad service situations
- The seven qualities that make customers feel SPECIAL
- Applying the SPECIAL qualities to your job
- Qualities of customer service and support 'superstars'

Telephone and email communication skills

- Gaining rapport and connecting with customers on the telephone – basic skills
- How to quickly “tune in” to different types of customer needs on the telephone, so that you can serve them more easily and effectively
- Understanding body language and non-verbal communication, even on the telephone
- Specific gestures and phrases that put customers at ease and developing a winning ‘telephone voice’
- Different types of question that will help to get to the root of a problem quickly and efficiently, plus improving your active listening and drawing out skills
- Guidelines for better email communications

Practice and case studies

- Gaining rapport and connecting with customers on the telephone – advanced skills
- Case studies

FISHing for customers

- The four key principles of the FISH philosophy
- Making them work in your job, team and company

- How they change the customer's experience

Advanced people skills

- The different types of difficult customer and how to deal with each one.
- How to quickly "tune in" to these different types of customer, so that you can serve them more easily and effectively.
- Understanding non-verbal communication on the telephone, and how best to structure a call.
- Identifying different personality types and behavioural strategies
- Learn how to develop "behavioural" flexibility to communicate well with even the most "difficult" person

Being more assertive, in a nice way!

- Identifying bullying and manipulative behaviour and how to take control
- Using the correct words and voice tone, plus key phrases that work.
- How best to "say no, then negotiate"
- Remaining calm and focused, recovering from rude or aggressive situations
- Getting through difficult days with a smile

Problem preventing skills

- How to use proper preparation to ward off excessive or unreasonable demands
- Managing customer expectation and exceeding it by using 'prompt sheets' and other aids
- How to ensure effective follow-up to problems and complaints

Managing customer priorities effectively

- How to use key assertive techniques to manage expectations – in other words, how to say no, nicely!
- How best to agree realistic deadlines and priorities with others, and how best to communicate this.
- Skills to turnaround difficult situations and getting more response from colleagues and suppliers.

Putting it all together

- Summary of key learning points
- Action plan