

EXCEPTIONAL CUSTOMER SERVICE



www.trainingconnection.com
info@trainingconnection.com
P. 888.815.0604

ABOUT THE COURSE

Delivering excellent customer service is paramount to any organization's long-term survival. Our 1-day customer service workshop will provide participants with the tools and skills to provide outstanding customer service to your customers and thereby creating a loyal customer base.

This class is suitable for any person who regularly deals with customers, be it face-to-face, via email or over the phone. Customers can also be defined as internal customers.

LEARNING OBJECTIVES

- Defining what Great Customer Service looks like
- Customer Generational differences
- Developing the right Attitude and Skills
- Developing key Communication Skills
- Making a great First Impression
- Reading Body Language
- Asking Questions and Listening Skills
- Establishing Rapport and Building Relationships
- Effective Email Communication
- Knowing the Importance of a Complaint
- Recovering a Difficult Customer
- 10 Key Customer Service techniques

The Impact Customer Service Training

Savvy businesses know that staff who deliver great customer service resulting in greater sales and customer loyalty, are indispensable. The best customer service reps are highly valued and are often promoted to more senior roles.

The attitude and communication skills participants learn on this class and when interacting with customers and colleagues, will quickly enhance their reputations and boost your careers.

Customer Service Today

In this lesson we start off by defining customers (both internal and external). We discuss what customers want and then define what great customer service looks like in today's world.

Great customer service may look different for a millennial than it does for a baby boomer, so we look at the generational differences of the 4 major generations of today, namely the baby boomers, generation x, the millennials, and generation z.



This Thing Called "Loyalty"

Repeat business or customer loyalty is the lifeblood of any organization. In this lesson we define a lifetime customer, and what drives a customer to remain loyal. We also consider the cost of losing a customer.

Having the Right Skills and Attitude

Establish the right attitude is key to delivering great customer service. In this unit we will explore all the characteristics of a high performing customer service representative. The attitude, skills and the characteristics of high performing service providers.



WOW, Carol is absolutely amazing! She is grounded, created a very safe space, authentic, powerful, on-point, passionate, masterful, insightful, present and beautiful! This has been one of the best courses I have taken in my professional career. Thank you!

Michael Rahman - REME



EXCEPTIONAL CUSTOMER SERVICE



www.trainingconnection.com
info@trainingconnection.com
P. 888.815.0604

Communication Skills

Learning to communicate well is key to delivering outstanding customer service. In this lesson participants will learn to make a great first and lasting impression, how to build rapport with customers, how to engage in active listening to better understand the customer's needs, how to read body language to help in reading a situation, the power of asking questions, using language that engages and influences, and finish off with learning 5 key communication principles.

Email and Customer Service

More and more customer engagement today takes place via email. This has tremendous advantages and disadvantages. We learn what customers expect using this medium, how to write effective emails and good email etiquette.

Value of a Complaint

A complaint is often a gift for a business. In this lesson we review the ground rules for receiving a complaint, hot buttons and forbidden language. Recovering Difficult Customers

Dealing with difficult or angry customers can be a challenge. In this lesson you will learn seven diffusing techniques and how to best manage your own emotions. You will learn to disengage which is a useful technique when dealing with an aggressive customer and ways for your customer to save face and avoid an embarrassing situation.

Finding ways to say "yes" and offering your customer choices is a great way to empower the customer. And follow-up procedure will ensure the customer is fully recovered.

Measuring Customer Satisfaction

Here we look at the importance of customer feedback and different methods for collecting feedback. Net Promoter Score (NPS) is a great method to measuring customer satisfaction.

10 Key Customer Service techniques

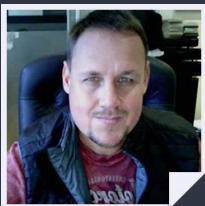
The class finishes off with practical tips on what should do in 10 unique situations such as when a customer asks for a discount, when a customer threatens to defect to the competition, or when a customer expresses displeasure.



This Customer Service seminar was beyond what I expected. The presenter gave an amazing class. She was full of energy and keeps your attention. I have a better understanding of my position and how to handle things differently and how to be efficient in different areas with customers. I recommend this to any company that would like to improve their employees communication skills.

Cindy Guadarrama - Unified CML

ABOUT THE COURSE AUTHOR



William J Gee (aka Billy)

Productivity and Communication Specialist

Billy is the founder and CEO of Training Connection. He has 25 years experience as a soft skills trainer, business coach and course developer.

"I am passionate about reading and self-improvement. Our courses are constantly evolving, to incorporate new ideas, how companies engage with customers, changes in technology, and changes in customer habits."

