

Exceptional Customer Service – Online Course

Overview

These days the customer experience is made up of so much more than merely good or poor service at the point of delivery, although this is, of course, vitally important. In this age of online rating/reference sites, social networking rants, customers have more opportunity than ever to tell the world of their experience within minutes of the encounter. Even where customers may not have a choice about where they buy next time, an opinion broadcast widely enough can make or break an organisation's reputation in an instant.

There is an art and a science to the psychology of customer service, from understanding their wants and needs, to mastering the skills of delivering bad news or delighting through personalised treatment. From the days of 'Moments of Truth' (Jan Carlzon, Scandinavian Airlines, 1987) to this day, delivering exceptional customer service with grace and elegance has been shown time and again to build trust, credibility and income faster than almost any other change process.

Aims of the workshop

Every single person in the organisation is an ambassador or a representative of that organisation at all times, however, for those on the front line, the skills, knowledge and attitudes of exceptional customer service are of paramount importance. The workshop aims to pare right back to the fundamentals; who is our customer and what do we know about their wants and needs? What do we want them to be, do, think, feel and say about us? From there it's about building the skills, competence and confidence to deliver – right first time, every time.

Objectives

By the end of this workshop you will:

- Have a clear picture of the customer in front of you and their specific wants and needs
- Understand how your pre-suppositions can help or hinder the conversation
- Have a clear strategy for eliciting the customer's expectations
- Understand your own 'locus of control' and how this will impact on the conversation
- Have experienced building and breaking rapport
- Have some strategies for building your resilience
- Have recapped everything you once knew about body language, gestures, eye contact, etc. and learnt a few advanced techniques on top
- Have a clear plan of action for improving these skills

Style of the workshop

The workshop will be practical, fast-paced and interactive, integrating input with opportunities to discuss and practise new techniques. Emphasis will be placed on how to translate new knowledge and skills back into the work environment and beyond so exceptional customer service becomes an everyday part of the job and not something to be feared and avoided.

Online Sessions:

Session 1

- Welcome and objectives
 - Your customer experiences to date
- Getting to know your customers
 - How well do you know your customers?
 - Key questions to establish fact from assumption
 - Pre-suppositions – how they can help - and hinder

Session 2

- The other side of the table
 - What do you want the customer to be, do, think, feel and say?
 - Language patterns – positive and negative
 - How to get it really WRONG!
 - Impact of getting it wrong – on the individual, the project, the company?
 - What do you remember about body language, eye contact, voice skills etc.?
 - Advanced skills – for phone, face-to-face or email
 - How do your EQ skills match up?
 - Case studies

Session 3

- Locus of Control
 - What is it? The research
 - Where's yours? And the customer's?
 - Persuasive conversations – 5Ps model
- Resilience – how to build yours
 - Why is it so important?
 - What helps – and hinders?

Session 4

- Pulling everything together
- Building a customer service strategy
- Create raving fans
- FAQ

Course details

Course duration	1 day – 4 x 1.5 hour sessions
Max delegates:	12
Trainer:	Diana Barden, Management, Learning & Coaching

For prices and dates please get in touch
learning@cambridgenetwork.co.uk
www.cambridgenetwork.co.uk/learning