

Exceptional Customer Service

Overview:

Quality customer service is the key to success for organisations with customer responsibility. For these organisations business success will be built on managing customers, retaining customers and attracting new customers. This training will assist those in customer service roles to manage their customers more effectively.

After completing this course, participants will know how to:

- Appreciate the importance of customer service
- Develop customer service skills
- Build rapport and communicate with customers
- Exceed customer expectations
- Address customer issues or concerns
- Understand customer dissatisfaction
- Effectively manage angry or frustrated customers
- Manage personal stress and frustration
- Identify effective and ineffective communication
- Understand the barriers to effective communication
- Understand the impact of communication barriers
- Understand assertiveness
- Provide customers with enhanced telephone service
- Manage challenging situations and calls
- Apply new approaches to provide customers with quality
- Close calls successfully

Designed for: This course is suitable for all staff members.

Duration: 1 day

Content:

Understanding service

- Service success
- Characteristics of successful customer service representatives
- Customer relations scale
- Four basic needs of customers
- Customer signals
- Anticipating customer needs

Quality customer service

- Quality customer service model
- The customer service model

Communication overview

- Successful communicators
- What is communication?
- What do you value?
- Communication categories
- Why do we communicate?
- Communication process
- What goes wrong with communication?

Telephone customer service

- Attitude is your key to success

Effective telephone use

- Strengths of the telephone
- Some telephone frustration
- Telephone success

Managing difficult customers

- Dealing with difficult customers
- Reading your customer's behaviour
- Positive language
- Managing aggressive behaviour
- Assertive behaviour
- Managing challenging customer calls
- Problem solving steps

Managing customers' complaints

- The rationale of complaints
- Common complaints
- Strategies for managing customer complaints
- Satisfying customers – dealing with complaints

Taking care of yourself

- Your stress signs
- Staying energised
- Your stress release ideas
- Teamwork
- Where to go for support?

Role play

Actions



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