

# Servicing4Success



*Deliver the WOW factor to improve customer retention and satisfaction .*

## *What You Will Learn*

- Learn how one negative experience can tarnish a company brand and image
- Understand the 4 levels of the customer experience
- Improve the sales skills of your customer service support staff
- Learn 5 stress management techniques for the service culture
- Learn various motivation techniques for maintaining a PMA everyday
- Understand the 5 steps in the customer service process
- Study the 13 most persuasive words in the English language
- Master the characteristics of good listeners and techniques for active listening
- Learn 5 techniques for dealing with difficult customers
- Implement new methods of establishing and building rapport
- Use 4 types of questions to identify your customer's needs

## *Who Should Attend*

- Customer Service personnel
- Sales Professionals
- Support Personnel & Help Desk Administrators
- Anyone who interacts with a customer - on the phone or in person

## *Course Duration*

- 14 hours



Provide the highest standard of service excellence to your customers. Servicing your customer is the single most important activity you can do to impact the success of your company. Servicing4Success will teach customer service professionals the difference between unacceptable and expected service, and how to deliver the WOW factor. This two-day, highly interactive program enhances the customer service skills for every service professional that interacts with a customer and defines customer service success by measuring, managing, retaining and improving your delivery of customer service.

## *Course Outline*

- **Foundations of Customer Service**
  - The total customer experience - levels of service
  - Customer Expectations vs. Customer Service vs. Customer Satisfaction
  - Creating a service oriented culture
  - Building Customer Loyalty
- **Communication Skills**
  - Communication Styles & Signals
  - Sincerity in Service
  - Modes of communication
  - Customer Care Etiquette
  - Different types of customers
- **Greeting the Customer**
  - First Impressions: The Moment of Truth
  - Establishing and Building Rapport
  - Communication over the Phone & Email
  - Customer Focus
- **Listening to the Customer**
  - The cost of poor listening
  - Characteristics of good listeners
  - Types of listening
  - Techniques for active listening
- **Questioning**
  - Getting the information you need
  - Types of questions to ask
  - Identifying the customer needs
  - Determining why the customer called
- **Responding**
  - Dealing with challenging customers
  - Controlling Customers
  - Bridging and Transitioning
  - Misconceptions
  - Resetting Customer Expectations
  - Responsive C.A.R.E.
- **Resolving/Closing the Customer Issue**
  - Affirming & Acknowledging
  - Taking ownership of the situation
  - Cross-Selling and Upselling
  - Appreciation & Thank You
  - Going the extra mile
- **Positive Attitude in a Service Culture**
  - PMA and Customer Service
  - Attitude is everything
  - Daily motivation techniques
  - Giving 110% everyday
- **Dealing with Stress in a Service Culture**
  - Signals of stress
  - Avoiding burnout
  - Stress management techniques
- **Continuous Personal Development**
  - Online Customer Service resources
  - Continuous improvement tracking
  - Service Commitments