KNOWLEDGE TREE INTERNATIONAL INSTITUTE GH

SERVICE EXCELLENCE BEYOND CUSTOMER SERVICE

Introduction

Companies and organizations are always looking for ways to improve their services because clients/consumers have high expectations due to the changes that occur across the globe. Since customers demand world class services, they will reward companies that provide exceptional service by remaining loyal, and bringing others on board. This training program teaches employees all the skills they need to communicate positively and professionally with customers both internal and external.

The training addresses the customer care areas and helps participants, whatever their experiences may be, to achieve the best results.

COURSE OUTLINE

Module 1: The People Factor

- What is the People Factor
- Understanding how to motivate your customers
- The Medium of communication
- Your attitude and values

Module 2: Concepts of Managing Attitudinal and Behavior Change

- How Attitude and Behavior affect Organization's Performance
- How to build Positive Attitudes
- Organizational Culture and Work Ethics
- Manners
- Body Language

Module 3: Providing Service Excellence and Connecting With Customers

- Recognizing the different kinds of clients engagement
- Meeting, Managing and exceeding customer expectations
- Presenting the right information to customers
- Inspiring confidence and building trust

Module 4: Relationship Management

- Building productive relationships with customers
- Techniques for influencing customers
- Conflict management concepts
- Techniques for building rapport with different personalities and Clients

Module 5: Essential Customer Service Communication Techniques

- Effective listening skills
- The three elements of effective communication
- Preferred communication channels, methods, and styles

- Verbalizing expectations in a clear manner
- Breaking down barriers to create effective communication

Module 6: Developing a Sustainable Customer Service Excellence Culture

- Putting customers first
- Being the best that you can be
- Key steps in calming upset customers- Face-to-Face, Over the phone and via email
- Mastering the telephone
- Reaching a compromise

Benefits for Participants

- ❖ Increase customer satisfaction and loyalty
- ❖ Improve understanding and how to reduce and manage customer complaints and turnover
- ❖ Improve productivity by setting SMART goals for continuous customer service improvement
- ❖ Encourage customer feedback and measure customer satisfaction
- ❖ Use proven strategies to help the organization achieve customer service excellence
- ❖ Develop active listening and questioning skills to better communicate with customers
- ❖ Leading the way to customer satisfaction and continuous improvements
- ❖ The importance of customer feedback and service recovery

Target Audience

- ✓ Customer Service Professionals
- ✓ Service Agents
- ✓ Front-line staff/Managers
- ✓ Supervisors