



Excellence in Service - Essentials

Course Overview

The Excellence in Service – Essentials Program teaches participants the fundamentals of customer service in both face-to-face and telephone settings. You will learn how to create positive customer experiences that help to build customer loyalty, through your behaviour and choice of words. You will also develop the skills to deal with challenging customers and situations. The manual is designed for quick scanning in the classroom and filled with interactive exercises that help ensure your success.

Duration

1 Day

Course Outline

Students will complete the following modules:

- Lesson 1: Customer service fundamentals
- Lesson 2: Culture and Context
- Lesson 3: Customer Service Skills
- Lesson 4: Customer management
- Lesson 5: Customer Communication

Lesson 1: Customer service fundamentals

- Customer service and customers
- Understanding the importance of good service
- Identifying the types of customers
- Customer interaction
- Building rapport with customers
- Communicating with customers
- Customer expectations
- Responding to a customer
- Exceeding customer expectations

Lesson 2: Culture and Context

- Understand the impact of multi-culture on customer expectations
- Discuss positioning in customer relations
- Develop skills to negotiate the positioning scaffold
- Role play positioning
- Set up for managing customers

Lesson 3: Customer service skills

- Attitude and attention
- Demonstrating a positive attitude
- Providing extra attention
- Quality of service
- Providing good customer service
- Discussing the steps in service process
- Problem resolution
- Learning from problems
- Resolving problems

Lesson 4: Customer management

- Dissatisfied customers
- Understanding a dissatisfied customer
- Preventing dissatisfaction
- Handling dissatisfied customers and complaints
- Angry customers
- Handling an angry customer
- Diffusing anger through listening
- Upset customers
- Discussing the basics of serving an upset customer
- Serving an upset customer
- Stress in service situations
- Controlling your emotions
- Reducing stress

Lesson 5: Customer Communication

- Communication fundamentals
- Understanding clear communication
- Analysing communication breakdown
- Interpersonal communication
- Communicating clearly with customers
- Understanding nonverbal and verbal aspects
- Telephone skills
- Providing good service on the telephone
- Understanding telephone etiquette
- E-mail etiquette
- Composing effective e-mail messages
- Using attachments effectively

Audience

This course is a must for anyone in an internal or external customer facing situation and for any organisation that seeks a high retention rate of customers.

Learning Outcomes

At Course Completion:

Participants will leave the course with a certificate of attendance and an individualised action plan to help support next steps on return to the workplace. More importantly you will have developed skills and knowledge to:

- Employ the elements of good service
- Build rapport with customers





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- Interpret non-verbal communication
- Maintain a positive attitude
- Provide quality customer service over the telephone
- Communicate effectively through e-mail
- Deal effectively with customer complaints and problems

