

Providing Outstanding Customer Service 2 day

This course offers practical tools and techniques to win clients, create loyal advocates for your business, and deliver excellent customer service.

Learning Objectives

After completing this course, students will be able to:

- Define customer service in relation to both internal and external customers
- Recognize how your attitude affects customer service
- Identify your customers' needs
- Generate repeat business with outstanding customer service
- Build goodwill through in-person customer service
- Provide outstanding customer service over the phone
- Connect with customers through online tools
- Deal effectively with difficult situations

COURSE OUTLINE

1 - CUSTOMER SERVICE – A BASELINE

- Recognizing Your Customers
- Understanding Your Role in Customer Service

2 - DEVELOPING A CUSTOMER SERVICE MIND-SET

- Leveraging Your First Impression
- Feeling Positively About Customers
- Mastering Moods and Emotions

3 - IDENTIFYING CUSTOMER NEEDS

- Understanding the Customer's Situation
- Avoiding Assumption and Prejudgment
- Meeting Basic Needs
- Seeking to Exceeding Expectations
- Building Repeat Relationships

4 - CONNECTING WITH THE CUSTOMER

- Achieving Authenticity through Body Language
- Responding Effectively to Problems
- Mastering Online Etiquette
- Seeking Customer Feedback

5 - DEALING WITH DIFFICULT SITUATIONS

- Effectively Addressing Complaints
- De-escalating Anger
- Establishing Common Ground
- Remaining Calm, Respectful and Objective

6 - EFFECTIVELY ADDRESSING COMPLAINTS

- Creating a Memorable Customer Experience