

Customer Service Excellence



Customer Service Excellence

Why Choose this Training Course?

The ability to find, satisfy and retain customers is at the very core of business success. Many organizations are skilled at marketing to find and convert new prospects. Far fewer understand how to make their customers loyal and keep them coming back year after year.

In this fast-paced course you will learn how to find and use the right information to understand what your customers want and what will delight them. When you know what drives loyalty, the key to success is in rigorously providing what they want and looking for any changes in needs and expectations. You will learn advanced tools and techniques to grow and nurture your customer base using the best advertising of all – word of mouth.

This training course will feature:

- Identify and understand the elements of a customer relationship strategy
- Evaluate customers' needs and the triggers and motivators that are important
- Understand how to manage customer data and analyse it
- Plan a customer service programme to ensure customer retention and loyalty
- Deliver consistent service and measure and demonstrate its success

Who is this Training Course for?

- All employees who are customer facing and endeavour to delight their customers and retain them
- Anyone responsible for or contributing significantly to the development and implementation of customer relationships
- Managers and supervisors who want to improve customer relationships
- Customer service professionals

What are the Goals?

By the end of this course, participants will be able to:

- Critically review the customer acquisition and retention strategies of leading organisations as benchmarks for success
- Assess and review your value proposition for each core customer segment
- Develop a customer retention programme to discover what the critical factors are
- Understand Customer Relationship Management systems and their value
- Align customer service approaches and deliver consistency
- Evaluate customer feedback to fine tune your systems
- Share appropriate data to create a single customer view with colleagues

How will this Training Course be Presented?

This course is very practical and uses a wide variety of proven adult learning techniques to ensure effective assimilation and retention of the information presented. The course is highly interactive and will prompt delegates to reflect on their own thinking and communication style and practice. The Tutor will guide and facilitate learning using a wide variety of methods including direct input, discussions, case studies and group and individual exercises to focus on the themes of the course, practice skills and receive feedback.

Course Schedule

The course is more effective if delivered for 3 hours a week for a period of 4 weeks.

Total No of hours = 12 hours

The Course Content

Customer Management at the Very Heart of your Business

- Course overview and learning objectives
- Customer acquisition and retention – measuring their impact on profitability
- Customer management strategies of world-leading organisations
- What is your value proposition for each segment? Does it work?
- Assessing the needs of your key audiences – why does it matter?
- Customer lifetime value – identifying key customers
- Key accounts and developing a customer-centric organisation

Versatile Skills to Deliver Excellence

- The importance of customer service in any organisation
- The role and responsibilities of a customer care representative
- The benefits of creating a positive, professional image
- Creating adaptable customer care skills
- Viewing the situation from your customer's perspective: their needs and motivation
- Managing expectations
- Essential Customer Care Communication Skills: (Listening, Explaining, Questioning and Verifying)
- The importance of clarity and a professional tone
- Handling challenging customer service situations
- Turning complaints into opportunities

Customer Relationship Management

- Listen and deliver on customer needs
- Re-evaluate and realign the customer experience in line with demand
- Finding your 'touch points' or 'moments of truth'
- Managing your 'touch points' to enhance the 'customer experience'
- Leading and motivating others to deliver superior service levels
- The Customer Loyalty Chain
- Developing the processes that nurture customer brand loyalty

Measuring and Monitoring Customer Satisfaction

- Why is measuring customer satisfaction important?
- Using customer complaints and feedback
- Using diagnostic tools to evaluate opportunities for performance improvement
- Best practices for recording and monitoring customer service issues
- Putting in place processes to resolve customer dissatisfaction
- Practical exercise: Customer service quality control checklist
- Strategies for working with difficult and demanding customers

Excellence in Customer Management

- The importance of attitude, teamwork, and professional development
- Developing a customer service training program
- Setting SMART performance goals
- Coaching and mentoring strategies
- Methods to empower and motivate customer service employees
- Practical exercise: What is your Action Plan?
- What is your Action Plan?
- Course review and feedback

Key Competencies based in topics to be covered

Course Topics	Content Areas	Key Competencies to be Acquired by Participants
Attitudes for Service	Building Customer Loyalty	Attitude, External Awareness, Customer Experience Communication, Influence, Interpersonal Skills, Stress Management, Adaptability
Coaching a Service Team	Leading an Effective Service Org.	Accountability, Leadership, Customer Experience Communication, Interpersonal Skills, Results Oriented
Complaint Resolution	Building Customer Loyalty	Conflict Resolution, Customer Experience Attitude, Communication, Interpersonal Skills, Stress Management
Create Loyal Customers	Building Customer Loyalty	Interpersonal Skills, Customer Experience Initiative, Customer Acquisition
Cross and Up Selling	Service-Based Selling	Customer Acquisition, Customer Experience Communication, Influence, Interpersonal Skills
Customer Follow Through	Service-Based Selling	Communication, Customer Experience Creative Thinking, Interpersonal Skills, Customer Acquisition
Effective First Impressions: Body Language Matters	Building Customer Loyalty	Customer Acquisition, Customer Experience Attitude, External Awareness, Professionalism
Generate Customer Interest	Service-Based Selling	Customer Acquisition, Customer Experience Communication, Interpersonal Skills, Adaptability
Manage Customer Expectations	Building Customer Partnerships	Interpersonal Skills, Customer Experience Attitude, Communication, Conflict Resolution
Overcome Obstacles to Customer Service	Leading an Effective Service Org.	Accountability, Leadership, Customer Experience Communication, Interpersonal Skills, Results Oriented
Referrals	Building Customer Partnerships	Interpersonal Skills, Customer Experience Professionalism, Customer Acquisition
Online Writing	Service-Based Selling	Communication, Customer Experience Attitude, Interpersonal Skills, Customer Acquisition, Adaptability
Effective Email Writing	Service-Based Selling	Communication, Customer Experience Attitude, Interpersonal Skills, Customer Acquisition, Adaptability
Telephone Skills	Telephone Service	Communication, Customer Experience

Customer Service Excellence



APPROACH AND TRAINING METHODS



- We use the DMAIC methodology for all the courses we offer to our clients as pictorised above. This process enables us to constantly give our participants a high standard of training in a sustainable manner.
- We use comprehensive course notes and specific course materials.
- Interactive Style lecturing: combining lecture, discussion and practical exercises.
- This course is weighted as follows:
 - 40% Theory
 - 60% Practical

- NOTE: OUR COURSES CAN BE TAILOR MADE AND EXTENDED TO COVER OTHER IDENTIFIED GAPS IN YOUR ORGANISATION BASED ON ITS SPECIFIC NEEDS. CALL US TODAY FOR MORE INFORMATION.

ABOUT THE TRAINERS

Your main trainer holds an MBA in Human Resources and is a leading and recognised professional in the area of people management and Human Resources. He has vast exposure as HR Manager and HR Director in various companies in Mauritius, South Africa and Japan for more than 20 years.

The trainer has delivered over 90 customer care trainings over the last 10 years in various organisations in Mauritius, Botswana and in South Africa. His vast exposure and experience in the area of customer service will be a great asset to the participants.

CANCELLATIONS & SUBSTITUTIONS

You must notify our office of cancellations at least 2 weeks before a scheduled seminar in order to be eligible for a credit. If you cannot attend, you may send a replacement from your organisation at no charge. There are not any handling charge for all cancellations or rescheduling. We reserve the right to cancel a seminar due to low enrollment. All registrants will be notified in advance and a full refund will be provided upon request.

3 WAYS TO REGISTER

Tel: +230 261 0909 | 2901 | 3092
Email: training@valdus.net
Website: www.valdus.net/register.php

YOUR INVESTMENT

Rs 13,900

*Course is MQA Approved. Participants can get refund from HRDC up to 60%