

SSM 07 – CUSTOMER CARE AND SERVICE SKILLS

INTRODUCTION

This training programme will enable participants to:

- Describe high quality customer service
- List the benefits of providing excellent customer service to external customers
- Identify barriers to providing high quality customer service
- Apply techniques for dealing with angry or upset customers by successfully learning new techniques
- Demonstrate how to measure customer satisfaction levels and take corrective action if needed
- Understand and identify different behavioral styles and adapt as necessary
- Successfully understand customer complaints and resolve the problem

WHO SHOULD ATTEND?

This program is suitable for individuals who provide a service or product to external or internal customer, including customer service representatives, sales personnel who have a direct or indirect interaction with the customer.

COURSE CONTENTS

Session 1 – Customer Service, why bother?

- What is Customer Service?
- Who is the Customer?
- What's in it for the Customer?
- Who deserves your service?
- The five (5) keys for better service: Reliability, Responsiveness, Feel Valued, Empathy, Competence)
- Understanding the Customer perceptions and expectations: decisions and satisfaction

Session 2 – Psychology for Communication

- Communicating with the angry customers and their complaints
- Face-to-face communication, what is missing?
- The Six Rules for listening actively
- Body Language and non-verbal communication

Session 3 – Developing Customer Service (1)

- Identifying different types of clients
- Creating a list of FAQs
- Keeping clients informed about company developments
- Pros and cons of different promotional techniques
- Conducting small-scale market research

Session 4 – Developing Customer Service (2)

- Projecting the right image on telephone and electronic media
- Enhanced telephone skills
- Maintain an upbeat and positive company image
- Develop an assertive attitude

Session 5 – Difficult Clients

- Dealing with Difficult Clients
- Negotiating a Two-Way Agreement
- Evaluating Past Experiences
- Keeping a fresh and updated approach
- Handling Job Burnout