

## **CUSTOMER SERVICE FOR FRONT-LINE PERSONNEL**

### Key focus

1. Understand customer service concepts and Improve customer service skills
2. Use some of the techniques to achieve excellence in customer service
3. Work on improving their relationships with other employees
4. Understand their customer needs and expectations
5. Understand effective ways to handle customers complaints
6. Improve their problems solving skills and dealing with difficult customers
7. Understand their important roles they play in their respective organizations

### Who will benefit

Receptionists, customer service, technical specialists, sales personnel and other front-line personnel will need equipping to show customers they really matter. Any staff that provides customer service in the form of personal contact, writing or telephone will benefit from this course.

Take The Next Step

**Day one**

**1. Customer Service Philosophy**

- ▶ Defining customer service
- ▶ The two most important criteria in customer service
- ▶ The elements of good customer service
- ▶ Three great ways to satisfy customers
- ▶ Who does it involve?
- ▶ The great poem of customer service

0900-1030

*Morning tea break*

1030-1045

**2. Customer Service as a Culture**

- ▶ Defining culture in the service industry
- ▶ The vision of your organization
- ▶ Threshold values & Differentiator culture

1045-1300

**3. Elements of Quality Customer Service**

- ▶ Defining quality in customer service
- ▶ 2 vital attributes of quality customer service
- ▶ 5 attributes to great service

*Lunch*

1300-1400

**4. Managing Yourself and Shaping Your Attitude**

- ▶ What is attitude?
- ▶ What shapes your attitude in service delivery?
- ▶ 5 important things about human attitude
- ▶ 4 golden rules to keep our attitude in check

1400-1530

**5. The Internal & External Customer**

- ▶ Where do your customers come from?
- ▶ Determining the internal & external customer
- ▶ The process that relates the internal & external customers

*Afternoon tea break*

1530-1545

**Take The Next Step**

## 6. Understanding Customer Needs & Expectations

- ▶ Who are your customers
- ▶ The customer – supplier chain in your organization
- ▶ How do you rate your current customer – supplier relationship

1545-1700

### Day two

## 7. Assessing the Customer's Behavior Triggers

- ▶ What actually make customers behave the way they do
- ▶ 12 important needs that motivate customers
- ▶ 3 golden techniques to gauge these customer needs

0900-1030

*Morning tea break*

1030-1045

## 8. Handling Customers on the Phone

- ▶ Positive versus negative elements
- ▶ Building goodwill and trust
- ▶ The 4 step formula of telling the simple truth

1045-1300

## 9. The Psychology of Complaints and Anger

- ▶ What research has proven on complaining customers
- ▶ The complaining and whining caller
- ▶ 5 types of typical complaints calls

*Lunch*

1300-1400

Take The Next Step

## 10. Handling of Complaints

- ▶ 6 steps to control a complaining caller
- ▶ Dealing with difficult situations
- ▶ 8 rules to avoid customer service errors
- ▶ How to stop the abusive caller

1400-1530

## 11. Calming Yourself and the Customer

- ▶ 5 steps to calm yourself and the customer
- ▶ 5 forbidden points when attending to a complaint

*Afternoon tea break*

1530-1545

## 12. Problem Solving Skills

- ▶ Simple problems solving techniques
- ▶ Stimulating the mind to be creative in solving problems on the spot.

1545-1700

## 13. Self Assessment on Customer Service

- ▶ How well do you know your organization
- ▶ How well do you know your role as a customer service provider

Take The Next Step