

CUSTOMER IS KING : POWER CUSTOMER CENTRIC

Key focus

1. To focus on results with renewed enthusiasm.
2. To understand the premises upon which self-fulfilling prophecies and expectations are based.
3. To foster key factors of service, attitude, consistency and teamwork for maintaining customer loyalty.
4. To identify the components of good and poor services.
5. To harness the power of words to create a new level of care.
6. To listen to the needs and expectations of internal and external customers.
7. To manage relations with both internal and external customers.

Who will benefit

Departmental heads who want to develop teams in customer relation management and frontlines who are the voices of their organizations.

Methodology

1. Lectures, syndicate work, group discussion and experiential learning activities.
2. Video / CD Viewing

Take The Next Step

Day one

1. Customer Centric

- ▶ What is customer centric?
- ▶ Inside out customer centric.
- ▶ Outside in customer centric.
- ▶ How to think differently?
- ▶ Relationship focused versus solution focused.
- ▶ Acting effectively.

Activity 1- VIDEO CLIP ON “CUSTOMER SERVICE VS CUSTOMER CENTRIC”

Morning tea break

2. The Total Service Experience

- ▶ What is total service?
- ▶ The impression that last – poor and good impressions
- ▶ Understanding the hidden beauty to provide total customer service
- ▶ Where are new, where are we going and how do we get there?

Activity 2- SEEK AND FIND –WHO ARE YOUR CUSTOMERS

Lunch

3. Delivering Service with a Heart

- ▶ Identifying and understanding service with a heart
- ▶ Active listening
- ▶ Building rapport with your internal and customers.

Activity 3- WORKTEAMS AND THE WIZARD OF OZ

4. Communication for Improving Customer Service

- ▶ The Importance of Effective Communication.
- ▶ What is Supportive Communication?

Afternoon tea break

- ▶ Principles of Supportive Communication.
- ▶ Essential Elements for Effective Presentations
- ▶ Effective Telephone Techniques.

Activity 4- JUST A CALL AWAY

0900-1030

1030-1045

1045-1230

1230-1330

1330-1430

1430-1530

1530-1545

1545-1700

Take The Next Step

Day two

5. Handling Difficult Customers Applying Emotional Intelligence

- ▶ Learning to accurately read and express your feelings while honoring others' perception.
- ▶ Accepting responsibility for your own emotional "trigger".
- ▶ Building team rapport and unity through visioning, brainstorming and coaching.

Activity 5 - GROUPTHINK

Morning tea break

6. Exceptional Service and Enthusiasm

- ▶ Create a work environment that is good for all.
- ▶ Bringing a positive attitude, motivation and anxiety like the first day of work all over again.
- ▶ Using strategies for delivering exceptional customer service.
- ▶ Transforming Service into Commitment.

Activity 6- THE BALLOON GAME -YOUR TRUE CONNECTIONS

7. Coping with Stress – Surviving the Impact of Change with

Customers' Demands and Needs

- ▶ Improving the Management of Stress and Time
- ▶ Major Elements of Stress
- ▶ Managing Stress
- ▶ Eliminating Stressors
- ▶ Developing Resilience
- ▶ Temporary Stress Reduction Techniques
- ▶ Sources of Personal Stress

Activity 7 YOUR STRESS QUESTIONNAIRE

Take The Next Step

0900-1030

1030-1045

1045-1300



Lunch

1300-1400

**8. Seeking a Variety of Experience through Tools and Case Studies
in Customer Management**

1400-1530

- ▶ Reviewing tools that help teams explore their own processes.
- ▶ Activities that highlight weaknesses and strengths.
- ▶ Experiencing different roles and responsibilities within the same team.
- ▶ Experiential methods help everyone to stay focused on skills development.

Afternoon tea break

1530-1545

- ▶ Experimentation helps to discourage stereotyping and stagnation.
- ▶ A positive focus removes fears about learning by doing.
- ▶ Encouraging real life situation experiences.

1545-1700

Take The Next Step