

THE ART & HEART OF CUSTOMER SERVICE

Everyone in an organization is either directly or indirectly involved in CUSTOMER SERVICE. The receptionist, technicians, delivery staff, sales personnel, accounts personnel and even the managing director, each plays a vital role in serving customers (either internal or external customers). Therefore, everyone should be well equipped with the essence of customer service to maintain a healthy and harmonious relationship with customers. This program is specially designed to serve this purpose and enhance the existing customer service force within an organization.

Key focus

1. Appreciate the business and personal consequences of customer satisfaction
2. Recognize the business and personal consequences of customer satisfaction
3. Identify the service performance gap and the courses of action to be taken for improvement
4. Acquire techniques in handling challenging customers and situations with self-confidence
5. Commit an attainable action plan at the workplace

Who will benefit

The target market will include all people delivering or supporting service to internal or external customers. Anybody whose function touches the customer and impacts the customer's experience should attend this course.

Take The Next Step

Day one

1. Roles and Functions of a Customer Service Provider

- ▶ Definitions of a customer service
- ▶ 4Es – means to end results
- ▶ Courtesy in customer service
- ▶ 3 types of quality

0900-1030

Morning tea break

- ▶ Needs and wants on external and internal customers
- ▶ Attitudes in customer service

1030-1045

1045-1230

Lunch

1230-1330

2. 6 Keys to Customer Service

- ▶ Qualities of a customer service provider
- ▶ 3 types of marketing – internal, external and interactive
- ▶ Video-tape presentation: Walt Disney company

1330-1515

Afternoon tea break

1515-1530

3. Managing Difficult Customers and Complaints

- ▶ Different types of customers
- ▶ How to handle difficult customers
- ▶ Formula in handling complaints
- ▶ Maintaining self-esteem in handling difficult situations

1530-1700

Take The Next Step

Day two

4. Human Relation Skills in Customer Service

- ▶ Principles of good human relations
- ▶ Checklist on human relations
- ▶ Levels of human behaviour

0900-1030

Morning tea break

1030-1045

5. Non-verbal Communication and Effective Listening Skills

- ▶ Commandments of good communication
- ▶ Barriers to effective listening
- ▶ Listening guide

1045-1230

Lunch

1230-1330

6. Working Together for Service Excellence

- ▶ The importance of teamwork
- ▶ Indications of good and poor teamwork
- ▶ Qualities of a successful team

1330-1530

Afternoon tea break

1530-1545

7. A Personal Action Plan to Enhance Customer Relations

- ▶ Creating a mission
- ▶ Creating a personal action plan

1545-1700

Take The Next Step