

## **UNDERSTANDING CUSTOMER BEHAVIOUR AND BUILDING LASTING BUSINESS RELATIONSHIP**

### **Key focus**

1. Understand the principles of good customer service.
2. Improve the way they feel about themselves, their job and their customers.
3. Identify the factors that create value for customers and impact customer loyalty.
4. Analyze and enhance moments of truth and cycles of service to measure levels of service from the customer's perspective.
5. Learn how to communicate effectively with customers by understanding behavioral styles and by using effective language.
6. Use 7 basic customer service skills effectively.

### **Who will benefit**

This course is suitable for 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. SERVICE OVER – THE IMPORTANCE OF SERVICE**

- ▶ What's going on in the service industry
- ▶ The importance of customer service
- ▶ You and your situations
- ▶ What customers don't want
- ▶ *What customers really want*

0900-1030

*Morning tea break*

1030-1045

**2. FUNDAMENTAL CONCEPTS-WITHOUT THEM BUSINESS WILL BE LONELY**

- ▶ Customer service-internal and external
- ▶ Loyalty continuum
- ▶ What is value?
- ▶ Moments of truth
- ▶ Cycles of service
- ▶ Why customers leave

1045-1300

*Lunch*

1300-1400

**3. BUILDING RELATIONSHIP-MAKING CUSTOMERS FEEL LIKE THEY ARE NUMBER 1**

- ▶ Three dimensions of "face to face" communication
- ▶ Two dimensions of telephone communication
- ▶ How feelings affect you and your customers

1400-1530

*Afternoon tea break*

1530-1545

- ▶ Recognizing and working with behavioral styles
- ▶ Delivering superior service
- ▶ The magic of words

1545-1700

**Take The Next Step**

**Day two**

**4. DEALING WITH CHALLENGING SITUATION-AND HOW TO SMILE WHEN THE GOING GETS TOUGH**

0900-1030

- ▶ Maslow's Pyramid analysis
- ▶ Invest in complaints
- ▶ Why customers complain
- ▶ Seven tips for listening to customer complaints

*Morning tea break*

1030-1045

- ▶ Nine tools for recovering from mistakes
- ▶ Effectively dealing with angry customers
- ▶ Stress of service

1045-1300

**5. BEYOND EXPECTATION PERFORMANCE**

- ▶ How to show customers that you sincerely value their business, without being sappy or melodramatic
- ▶ A great technique for anticipating customers needs- even before they do
- ▶ How to avoid breaking promises and deliver service that goes the extra mile every time
- ▶ 3 steps for following up a purchases to ensure that customers are absolutely, positively satisfied

*Lunch*

1300-1400

- ▶ How to take the first and most important step toward delivering exceptional customer service
- ▶ Why complaining customers are one of your most valuable resources? and how to reward them

1400-1530

*Afternoon tea break*

1530-1545

**6. HIGHLIGHTS AND ACTION PLANS**

- ▶ Suggestions for continuous improvement
- ▶ Learning highlights
- ▶ Action planning

1545-1700

**Take The Next Step**