Customer Service Skills

Overview

This programme examines the skills necessary for anyone who interacts with customers, focusing on building rapport and trust through effective communication. Delegates will learn how to sustain long-term relationships and manage complaints effectively with the aim of ensuring that the customer experience is second to none.

Objectives

- For each delegate to gain a better understanding of what is required in giving exceptional customer care.

- For each delegate to learn how to maximise even the shortest possibility to develop rapport, whether face to face or over the telephone.

- For each delegate to understand how to manage difficult situations and difficult customers and to turn objections into opportunities to exceed customer expectations.

- For each delegate to learn how to effectively influence the customer through an understanding of the customer's needs, wants and expectations.

- For each delegate to quickly understand the personality and inner drivers of a customer and adapt their own personal style in order to mirror the customer, build understanding and collaboration.

Contents

- Who are your customers and what do they want?
- Providing an exceptional 'experience'
  - Building a customer mentality
- The attitude virus – examining internal and external customer care
- What's my communication style – personal assessment tool
- What type of customers would I find most challenging?
- Techniques for adapting my customer relationship management style
- Communication skills – listen, question, and empathise
  - Gestures and speech patterns that put customers at ease
- Influencing customers
- Five decision making steps to customer excellence
- Turning complaints into opportunities
- Managing internal clients
- The reasons for customer complaints
  - The correct response
  - Calming customers and regaining goodwill
- Managing difficult situations/people

N.B. This workshop can incorporate the use of actors to recreate challenging real-life scenarios and allow delegates to experience immediate feedback on their proposed actions in a 'live' setting.