

Effective customer service

How to improve your business through better customer service

Excellent customer service is the hallmark of all successful organisations. Do you know who your customers are? Do you know what excites them? Do you know how to find out what they really want? Do you know how to delight your customers?

Effective Customer Service is an intensive one-day program providing participants with the skills to improve customer satisfaction and the outcomes for their organisation.

Recommended for

Everyone. We all have customers, both within and outside our organisations.

Purpose of the program

Participants will learn how to view their products and/or services from the customer perspective, discover their customers' needs, build a positive and trusting relationship with their customers, deliver products and/or services that their customers need and develop methods to monitor their customer service outcomes.

Program content

- The principles of superior customer service and its link to business success
- The customer service charter
- Creating a great first impression
- How to develop rapport - create warmth and openness quickly
- Effective questioning – determining customer needs
- Active listening techniques
- Customer complaints - turning customer negativity into a positive customer experience
- Closing the sale - how to close effectively without being pushy
- Embedding superior customer service in your organisation

Learning outcomes

By the end of this program participants will have the confidence to:

- Deliver quality customer service.
- Create a great first impression
- Create an immediate personal connection
- Ask effective questions, actively listen and determine customer needs
- Turn customer negativity into a positive customer experience
- Apply effective sales closing techniques
- Advise on customer service needs
- Embedding superior customer service in your organisation
- Evaluate and report on customer service.

Master the skills

This is a highly interactive and practical program. In the workshop, participants will use examples and scenarios to practice the skills and use the tools of effective customer service.

Discover it, learn it, practise it, make it your own
then do it for real!

Create your innovative workplace:

- Two-hour creativity taster for your team
- Half day and full day creativity and innovation workshops for workplaces
- Innovation leadership development
- Key note presentations and breakout workshops
- Innovation consulting – create an innovation culture in your organisation

Results through **INNOVATION**