

Customer Service – Creating Customer Service Champions

Program Highlights:

Henry Ford said, “It’s not the employer who pays the wages, they just handle the money. It’s the customer who pays the wages.” This program focuses on understanding and embracing the highly sophisticated, less patient customer who quickly discerns the difference between good and bad service. The course answers questions such as how should our organization use feedback from customers? What communication skills are necessary to create service champion organizations? What’s the best way to handle competing time demands?

Job Outlook:

Employment of customer service representatives is expected to grow 15 percent from 2010 to 2020, about as fast as the average for all occupations. Employment will increase as consumers continue to demand products and services that require customer support.

Who Should Attend:

Employees at all levels who desire to maximize their customer service performance and become customer service champions.



Benefits:

- Become Customer Service Champions
- Improve customer retention
- Improve your and coworkers morale



Stand Out!

Course Outline

	DESCRIPTION
UNIT 1: Characteristics of a Champion Service Organization	<ul style="list-style-type: none"> • Service is important • The makings of a customer champion organization • Goals of the customer champion organization • Service isn't easy
UNIT 2: Attributes of a Customer Service Champion	<ul style="list-style-type: none"> • Characteristics of a customer champion • Champions know the value of a customer • Champions are enthusiastic, concerned, skills, team players • Champions make a difference
UNIT 3: How Champions Create Customer Satisfaction	<ul style="list-style-type: none"> • Champions go beyond service • Champions build service-minded relationships • Champions build quality-focused relationships
UNIT 4: How Champions Create Customer Enthusiasm	<ul style="list-style-type: none"> • Doing more than the customer expects • Exceeding expectations in routine service • Exceeding expectations in resolution service • Major strategies to exceed customer expectations • Little but powerful ways to exceed customer expectations
UNIT 5: Communication Skills of Champions	<ul style="list-style-type: none"> • Overview of effective communication skills • Effective listening skills • Speaking, written, nonverbal and telephone communication skills
UNIT 6: How Champions Deal with Customer Problems	<ul style="list-style-type: none"> • The value of problems and complaints • Behaviors that cause customers to leave • Steps to resolve customer problems • Difficult customers and what to do with them • Follow-up • The art of positive response
UNIT 7: How Champions Handle Stress and Time Demands	<ul style="list-style-type: none"> • Understand your stress • Manage your stress • Understanding your use of time • Keys to managing your time • Taking charge of your stress and your time
UNIT 8: How Champions Get and Use Feedback From Their Customers	<ul style="list-style-type: none"> • Importance of customer feedback • Feedback is often not solicited • General principles in gathering customer feedback • A dozen ways to generate customer feedback • A special case – feedback from your internal customers
UNIT 9: How Managers Hire, Model, Coach, and Reward People So They Become Champions	<ul style="list-style-type: none"> • Finding potential champions • Modeling the best in customer service • Coaching for champions • Recognizing and rewarding great customer service
UNIT 10: Conclusion	<ul style="list-style-type: none"> • Conclusion