



CREATING SERVICE CULTURE:

Strategies and Tactics for Creating an Environment of Excellence

Course Introduction:

A company's most vital asset is its customers. Without them, we could not exist in business. When you satisfy our customers, they not only help your organization grow by continuing to do business with you, but they are more likely to recommend you to friends and associates. Organizations which demonstrate a consistent customer service strategy, commitment to investing in a high-performance workforce and customer-focused systems enable extraordinary service delivery and enhanced customer relationships. This highly interactive and enjoyable program examines in depth how to build lasting rapport with your customers uncovering their needs to build world class customer service in any medium that will:

- Show your customers how important you believe they are
- Ensure customers will enjoy dealing with you and will do more business
- Mean you will retain more of your customers which is cheaper than recruiting new ones
- Enable many of your customers will become advocates for your business in person and on-line creating word of mouth advertising - the most effective and cheapest kind
- Help you stand out from your competitors
- Make your workplace more enjoyable and so improve staff retention which saves on recruitment and training costs

Course Objectives:

This program has been designed to help participants develop the vital skills to manage positive customer care. With the knowledge, they will be able to deal with customers effectively, maximize their potential, and exceed their expectations.

By the end of the training participants will be able to:

- Understand the need for customer care skills
- Identify strengths and weaknesses in the organizations customer care approach.
- Ability to use influencing skills to build long term relationships with key customers
- Describe different customer behavior styles
- Be able to maximize the opportunity given by a complaining customer
- Clearly understand what exceptional customer care looks like, and develop tactics to demonstrate this level of service
- Understand the importance, and use of, the telephone, the internet and social media in delivering exceptional customer service
- Understand how to deal effectively with anger, aggression and complaints
- Assess and analyze customer satisfaction.

Who Should Attend?

Anyone who provides services, products or information to internal, or external customers including managers responsible for: training, customer service, sales professionals, technical and support personnel, accountants, field services representatives, finance and credit controllers, reception, front-line staff, marketing, communication specialists, public relations personnel and anyone who will ever need to influence others, either socially or commercially.

Course Outline:

The world of customer service excellence

- Excellence in customer service and what it looks like
- Identifying how excellence in front-line customer service is delivered and managed
- Assessing the quality of the service that you offer
- Concepts of customer care and the customer decision process
- Models for managing customer care,
- The psychology of customer care – an outline.
- Dealing with criticism, controlling anger and aggression
- Understanding what your customers say about you and your organisation

Gaining a greater understanding of your company's service delivery

- The connection between customer service and reputation
- Examining the evidence for investing in excellent customer service
- Understanding Porters Value Chain - how do you create value for your customers
- Who are your internal suppliers and customers?
- What are the systems that help you all to deliver excellence to the customer?
- Building lasting rapport with your customers - internal and external
- Creating a lasting first impression
- Step into another person's shoes to better appreciate their experiences and motivations

Communication master class

- Achieving crystal clear communication?
- Powerful listening and questioning techniques to understand what customers need
- Typical customer behavior patterns
- Body language clues that show how others are thinking and responding to you
- Lenses or filters to communication
- Communications models
- Using perceptual positions to understand your customers' point of view
- Choosing communication channels to increase engagement

Managing the delivery of customer service excellence

- Delivering a next generation customer experience
- Developing a customer strategy - planning for an interactive business relationship
- Change management of processes, metrics, incentives and skills to deliver the customer experience
- Benchmarking to achieve competitive differentiation
- Setting up internal information supply streams that flow through and around the organization
- Knowledge management as a customer service tool
- Using a performance management framework
- Coaching - a tool for self and others
- Influencing exercises

Action planning to achieve customer service excellence

- Developing a plan to deliver excellence
- Presenting your plan to top-tier management
- Assertiveness and what it means
- Dealing with difficult people in an assertive way
- Maintaining high standards of customer service
- Reviewing the service that you offer and reacting accordingly
- Embracing change for the good of all
- Personal development planning

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work

Course Fees:

To be advice as per course location. This rate includes participant's manual, Hands-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

