

Delivering Customership – 2 Days

How to Deliver and Exceed Customer Service Expectations

CEUs - 1.3

Course Description: This two-day course will examine the customer service process. It will teach each participant ways to impact the customer with higher quality service. This course will focus on shifting the customer from complainer to word-of-mouth advertiser. Participants will learn how to handle agitated customers in a quality manner and how to reduce potential problems. They will learn techniques that communicate a caring attitude, as well as change customers' perceptions of the service they are receiving. This course will present best practices in customer service companies.

Course Objectives:

Objective 1: Define customer service

- Evaluate current hindrances facing organizations
- Discuss creating a culture which reinforces customer service
- Examine why every company should be concerned about customer service
- Compare customer expectations to customer deliverables
- Collect customer expectations
- Analyze the benefits of customership
- Discuss customer buying habits

Objective 2: Develop solutions to stop customer complaints

- Compare techniques for getting customers to agree with you
- Define ways to build credibility with customers
- Discuss differences between claims, benefits and features

Objective 3: Evaluate how to communicate with customers

- Identify how to bond with customers
- Analyze steps to help customers give more information
- Predict distinct connections every customer must receive
- Choose human factors which mislead communication
- Judge unspoken signals which distort communication
- List way of putting active listening to work
- Compare ways for handling problem customers
- Design methods for calming down irate customers

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Objective 4: Formulate checkpoints to verify

integration of customer service

- Identify feedback systems that work
- Design culture for superior customer value
- Compose criteria for customer value points
- Create customer value points
- Define qualities of a customer service superstar
- Label warning signals that customer service is dying
- Develop five ways of turning your customer service into the leader of the pack

- Compare items for adding value to the customer
- Identify price influencers for the customer
- Discuss price and how it affects the customer buying behavior
- Create a system for retaining customers long term

Objective 5: Discuss future of partnering and how to move customers into this relationship

- Create action plan for establishing partner relationships