



CUSTOMER SERVICE SKILLS WORKSHOP

Course Overview

The “Customer Service Skills” Workshop is designed to upskill individuals in order to provide exceptional customer service. Through a variety of practical self-assessment exercises, participants will examine their understanding of the key elements of customer service and will follow on from this to learn best-practice techniques for delivering outstanding customer service. Designed to cover all types of customer service roles, the workshop culminates in the development of individual action plans to apply immediately in order to re-inforce new skills and understandings gained. Participants return to work re-energised with a stronger customer focus!

Course Topics

- ◆ The Right Attitude
- ◆ What Constitutes Great Customer Service?
 - 10 Practices of Best Customer Service Providers
- ◆ Making Customer Service Personal
 - What Customer Service Means to You
 - Developing a Customer Service Mission Statement
- ◆ Dealing Effectively with Customers
 - Assessing Your Customer Service Skills
 - Essential Skills for Customer Service Roles
 - Common Customer Service Mistakes
 - Top 10 Behaviours to Cultivate
- ◆ Building Specific Customer Service Skills
 - Listening Skills
 - Developing Empathy
 - Establishing Rapport and Valuing the Customer
 - Handling Difficult Customers and the 3 Step Method for when you have to say No
 - Delivering Great Customer Service on the Telephone
- ◆ Creating an Action Plan for Providing Exceptional Customer Service
- ◆ Optional : The Internal Customer/Service Recovery

CUSTOMER SERVICE WORKSHOP DETAIL

The Right Attitude!

The day begins by examining the essential attitude required for anyone interfacing with customers. This “right attitude” forms the foundation for the workshop and is referenced repeatedly throughout the remainder of the day. In addition, this module assists participants to immediately heighten their attitude towards the day. It creates personal buy-in and sets a positive and exciting tone.

What is Great Customer Service?

The second module looks at understanding the need for providing great customer service. We examine experiences of customer service in order to define those experiences that stand out as really “excellent” and determine what differentiates these experiences from others. We look at how these experiences affect relationships and subsequently business success, and learn tips and tricks from some of the world’s leading service providers.

Making Customer Service Personal

Module three builds on extending our understanding of great customer service to applying it to our own situation. This module allows participants to develop a more personal notion of customer service by defining the key elements of customer service that are critical to them in their own role. Working through a fun and creative process, this information is then honed to provide a personal (or team) customer service mission statement to cement the definition in a concise and memorable way.

Dealing Effectively with Customers

After a short morning break we move into the second part of the morning – a substantial module that covers effective ways to interact with customers. Beginning with assessing our current customer service skill levels we then look at the essential skills needed for customer service roles and learn ways to develop and apply these in our roles. We look at common customer service mistakes (which while amusing also provides a few grimaces) and contrast these with top behaviours to cultivate.

Building Specific Customer Service Skills

The afternoon session is devoted to learning and practicing specific skills that are essential for excellent customer service.

- **Listening Skills**
After assessing our own listening skills, we look at how we can improve. We learn the difference between passive and active listening skills, simple ways to “check in” and confirm that you have correctly heard what has been said, identifying and overcoming barriers to good listening, and most importantly – why good listening skills are so important for those in customer service roles.
- **Developing Empathy**
The ability to develop empathy is critical in a customer service role and yet does not always come naturally. This section teaches simple, practical techniques that will help participants express empathy as a first step in dealing with a customer experiencing a difficult situation.
- **Establishing Rapport and Valuing the Customer**
Often in a customer service role we are not familiar with the person we need to deal with. This section looks at ways to pick up clues from our customers that will help to build rapport and establish a positive foundation for the interaction. It also provides techniques for showing value by letting customers know how they will benefit from the way their requests and needs are handled.
- **Handling Difficult Customers**
An essential part of any customer service role is handling difficult customers or situations with ease. We look at understanding why the customer may be difficult and appropriate techniques for responding to them including when to apologize versus when to acknowledge. The simple formula taught in this section is a “sure winner” that never fails to amaze participants with its immediate effectiveness. We also learn a 3 step method for denying a customer request that leaves all parties feeling comfortable with the outcome.
- **Excellent Phone Skills**
For those who interact with customers over the phone there are some specific techniques that can help create the sounds of quality. We look at ways to ensure communication and service over the phone is equal to that of a great face-to-face encounter. We look at what makes phone communication different and examine typical errors made by those in phone roles and ways to overcome these.

Creating an Action Plan

The day culminates in the development of a personal action plan for each individual. Using a clear and practical methodology, participants identify at least one key area from the day that they wish to improve upon and plan exactly how they will do this. They leave the workshop motivated and excited to begin applying their plan immediately!