

SSBS035: Effective Customer Care as a Winning Strategy

Overview:

This highly participative course provides all attendees with the necessary skills and personal motivation to provide outstanding customer service. Attendees learn how to make the customer feel valued and important and understand customer's expectations.

They discover new ways to handle complaints and deal with difficult situations. Attendees also learn about 4 different customer behaviours and how to deal with each one and how to remain calm under pressure.

Duration:

1 day with the option of a half-day follow up session within the workplace to assess application of learning and provide further personal coaching.

Objectives:

This course aims to enable participants to better define good customer service within their organisation and provide guidance on how to deal with difficult, rude or indifferent customers. Participants will learn how to develop customer relationships by caring for oneself as well as customers and confidently handle complaints with empathy and efficiency gaining confidence in their customer service role.

Content:

- Learn the importance of internal customer & external customer service
- Understanding your company's USP, brand and vision
- Identify customer expectations
- Understanding important of image, impression, attire
- Understand own role as a customer service provider
- Learn how to value the customer go that extra mile and ensure the customer comes back
- Learn the importance of standards and values in customer service
- Learn the power of body language and the impact it has on the customer
- Learn the 4 phases of an effective customer transaction and what to consider at each stage
- Learn questioning and listening skills
- Identify 4 different behaviour styles of demanding customers
- Learn effective ways to work with demanding & difficult customers
- Understand the steps to follow when dealing with complaints
- Learn how to stay calm in difficult & hostile situation
- Learn how to manage stress
- The customer service juggling act
- Verbal and nonverbal communications
- Telephone manners

Process:

- Written and oral exercises
- Group discussion
- Role plays and practice
- Prior to the delivery of the training, participants will complete Pre-Course Questionnaires to ascertain individual objectives. This feedback is an invaluable part of the training process, and helps ensure that participants receive maximum benefit.

Benefits:

- Participants will have a better understanding of the demands of customers
- Motivation, commitment and attitude issues
- Tools and techniques for improved customer service impact