



TIMELY
RESPONSE






EVERY
day is
CUSTOMER
day



SERVICE
with a



A  customer is a   customer

REWARD
the customer



CUSTOMER SERVICE

Value the
customer's
OPINION



Deal EFFICIENTLY



with CUSTOMERS



LISTENING
to the
CUSTOMER



How may I
help you?



Is he or she



BTS

Training & Consultancy



Implementing & Managing a Customer Complaints System

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Implementing & Managing a Customer Complaints System

Introduction:

The primary purpose of any business is to create and keep customers. Customer acquisition and retention evolve far beyond service - in fact, customer “service” has reached commodity status. You can get “service” just about anywhere you go. So how do you stand out from the crowd? The people working in a customer service department must have the correct state of mind and the motivation to achieve a satisfactory outcome for the customer as a minimum result. This seminar will equip participants with the skills knowledge and attitude to become a world-class provider of customer service which will exceed the expectations and delight their customers every time they experience service from them. It will also provide participants with the motivation not only to put the new methods into practice but to sustain them and thrive on the delight from their customers.

Who Should Attend?

This seminar is designed for customer service professionals, agents, whether on the phone or face to face, who are new to the role or who would like to develop their skills further. This seminar will also benefit customer service professionals or team leaders who are looking to refresh their own skills or enhance those of their team members.

Methodology

This interactive Training will be highly interactive, with opportunities to advance your opinions and ideas and will include;

- Lectures
- Workshop & Work Presentation

- Case Studies and Practical Exercise
- Videos and General Discussions

Certificate

BTS attendance certificate will be issued to all attendees completing minimum of 80% of the total course duration.

Course Objectives:

By the end of this course, delegates will be able to:

- Explain why giving good service is important
- Define what customers are looking for in terms of service provision
- Describe the practices of a world-class customer service provider and model their own performance on those practices
- Assess the current value of your organization's "customer experience"
- Identify your internal and external customers and the service levels expected
- Develop interpersonal skills to a higher level
- Describe how to deal effectively with difficult customers
- Explain how to turn complaints into opportunities
- List the ways in which customer service can be measured as an individual and how to score highly on these measures
- Highlight the value of asking for and giving feedback to customers regarding service
- Develop personal methods for handling stressful situations
- Implement personal motivation techniques to create excellent first impressions

Course Outline:

DAY 1:

The benefits of excellent customer service

- Customer Service Principles, Evolution and Purpose
- The benefits of excellent customer service
- Customer psychology: what are your customers expectations?
- Serving the internal customer
- World-class service - a modeling exercise
- Creating 'magical' experiences for your customers
- What do the customers see

DAY 2:

Enhancing your interpersonal skills

- People like people like themselves - how to be liked by the customer
- Four customer personality types
- Listeners are said to be the best communicators - how to perfect your listening skills
- Questions, questions, questions - if you don't ask, you won't find out
- What am I saying when I am not speaking - how to read body language signals
- The do and don'ts of communicating effectively
- How well does your organisation/department communicate the customer service message to your colleagues

DAY 3:

How to turn difficult situations into opportunities

- Why do customers complain?
- Why should we encourage complaints?
- The Customer Loyalty Chain
- Customer behavioural types and how to deal with them
- Understanding and managing emotions

- Creative thinking to go that 'extra mile'

DAY 4:

Measuring and monitoring individual customer service

- Encouraging feedback from customers
- Encouraging feedback from colleagues
- Measuring your customer service
- Observation and monitoring
- Coaching and mentoring
- Empowerment and Customer Service

DAY 5:

Getting the right customer service attitude

- Saying 'no' professionally
- Avoid taking things personally
- Customer service values and guiding principles, vision and mission
- Practical case studies: the 5 things customer-first organisations always do
- Measuring performance
- Action planning and job tools included