CUSTOMER EXCELLENCE -
Delighting the Customer

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Introduction:

To ensure that quality of service is maintained competency in the core 'technical' skills of any role that falls within the customer relationship is no longer enough. Without the appropriate skills to enable staff to handle customers professionally – customers will label service as poor and seek to transfer loyalty to organisations, which are perceived to be genuinely concerned on their behalf.

No two organizations are the same, and in line with our flexible cost effective approach to training, BTS has developed a series of customer service modules from which organizations can 'pick and mix'.

This enables you to form the perfect customer service training solution for the requirement you currently face.

AIM:

- To provide staff with the tools required to achieve excellence in the customer experience within the area of support service.
- To work cross- functionally and cohesively as a team(s).
- To understand the support role as key in a professional approach.
- To manage own communication / team styles.
- To develop key Customer service and effective communication skills for a confident and client-focussed approach

Who Should Attend?

- Team leaders

- Managers

- Technical managers and specialists

- Senior technical administration staff responsible for business development and marketing support

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:

- Recognise why customer care and effective communication are paramount as a driving strategic parameter in today's business world.

- Develop a complaints handling procedure that strengthens the bond between the organisation and the customers.

- Be able to deliver a demand-led approach to business that recognises the poor standards of a supply-led approach to customer service

- Turn complaints into opportunities to delight customers and so grow customer loyalty.

- Develop assertiveness and good service mindsets and skill sets

Course Outline:

Introduction:

- Underpin practical tools and collaborative, practical nature of the day. Emphasis on application of tools and interactive, participatory nature of the day (not a lecture)

- Why we need effective customer care & communication skills

- Why customer service matters

- What do our customers expect from us?

- How does your organization shape up against customer service expectations?

Why we need Demand-Led Customer Service:

- Demand-led 'v' Supply-led approaches to Customer Service

Excellence & Quality in Customer Service:

- What do we mean by 'excellence' and 'quality' of service?

- Placed within the Organizational Context.

- Quality & Attention to detail

- Tangible & intangibles of quality approach

Benchmarking:

- EFQM as a benchmark. How FM staff fit into the matrix.

- Customer-facing roles and stakeholder mapping exercise to know my 'customers'

Stakeholder Mapping:

- Identifying all our stakeholders.

- Determining their expectations.

- Implications on exceeding expectations.

- Customer relationship management

Customer Service Team Cohesion:

- Belbin Team roles…..what is my role(s)?

- Team Task Exercise (Helicopter Model Build).

- Controlled exercise and team debrief.

Forum Theatre & Case Study:

- Forum Theatre (role play)

- Case Study around client facing interaction. Facilitator plays role of customer / stakeholder and groups experiment in forum theatre style interacting with character played by facilitator using CRM techniques from earlier in the sessions.

Seven reasons for Failure:

- Understand why change is difficult to implement & what to avoid when moving the team towards a customer service change approach (reference for delegates)

Overcoming Resistance:

- Understand what motivates people and how to overcome inevitable team member resistance to customer service change. Managing staff through the change curve.

Road to Success:

- Tool for leading their teams through CRM change and building sustainability into the process for better improved service support

CRM Tools:

- Overcoming cognitive dissonance among clients and customers

- Measuring customer satisfaction using qualitative / quantitative metrics (Moments of Truth).

Listening to Customers:

- 80: 20 Ratio

- Active Listening Skills – 3 x Levels of listening

- Building relationships

- Diagnostic Listening

Effective Customer Communicating:

- Effective written communications to customers
- The Readability Index

Assertiveness and Good Service:

- Dealing with customer complaints
- Diffusing anger and creating damage limitation