



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



Customer Service
Quality & Excellence
Measuring & Monitoring

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Customer Service Quality & Excellence

Measuring & Monitoring

Introduction:

Becoming customer centric is one of the most important aims of any organization. It refers to the orientation of a company to the needs and behaviors of its customers, rather than internal drivers such as the quest for short-term profit. Customers have high expectations and demand quality customer service from companies they choose to do business with. Providing customer service excellence gives an organization a competitive advantage in the marketplace and is the key factor that keeps customers coming back. Successful organizations understand the importance of developing a customer centric mindset and deliberately restructure their customer service model to increase customer satisfaction and brand loyalty.

Today, customers have an increasing range of choice: choice of supplier, choice of channel, choice of products and services. Their loyalty is determined by the quality of the experience they receive. Delegates will learn effective customer centric strategies and best practices to provide world-class customer service excellence. This course gives customer service professionals the communication skills, technology tools and motivation they require to build strong customer relationships and develop a customer centric organization.

- Develop a strategy to build a more proactive, customer centric organization
- Analyze and implement the best practices of world-class customer centric organizations
- Utilize interpersonal skills as vital tools in the provision of customer service
- Measure and assess how well customer service standards and objectives are being achieved

- Enhanced communication, persuasion and conflict resolution skills

Who Should Attend?

Executives, Managers, Team Leaders, PR Managers, PR Assistants, PR Executives, PR Researchers, Marketing Assistants, Marketing Executives, Customer Relationship Management (CRM), Supervisors, Product Managers, Marketing Managers, Marketing Assistants, Marketing Executives, Business Unit Managers, Sales Managers, Customer Care Managers and Supervisors, Directors of Public Relations, Directors of Marketing, Senior Public Relations Managers, Company Directors, General Managers, Senior Managers, Engineers, Foremen, Analysts, marketing staff at any level in the organization, market research, loyalty scheme managers, Those in PR in public sector, private sector and not-for-profit organizations, Those in PR at the national, regional and community level, those working for international, global or supranational organizations, those who are keen on improving performance by taking their customers to higher levels of satisfaction, as well as customer service managers and supervisors interested in advanced customer service tools

Course Objectives:

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

- Establish the importance of setting and reviewing customer service standards
- Develop an understanding of internal and external customer expectations
- Communicate more effectively by utilizing active listening and questioning skills
- Demonstrate how to deal with difficult or demanding customers in a professional manner
- Set SMART objectives and goals to become more productive
- Utilize stress management techniques to increase job satisfaction

Course Outline:

The Building Blocks of a Customer Centric Organization

- Define customer service excellence
- What do you want your customer to experience?
- Five key steps for implementing a Customer Centric Service Model
- Serving your internal customers
- First impressions are important, what do your customers see and hear?
- Understanding your customer's nonverbal communication

Developing a Top-Down Customer-Centric Culture

- What do customers really want from your organization and why?
- Does the customer experience align with your organization's business goals and vision/mission statement?
- What do your competitors do better or differently than you do?
- Shaping customer expectations, perception versus reality
- Little things make a big difference
- The four customer personality types

Responding to the Voice of the Customer

- Listen, act and deliver on customer needs
- Re-evaluate and realign the customer experience in line with demand
- Creating favorable customer service touch points within your company
- Leading and motivating others to deliver superior service levels
- The customer loyalty chain
- Developing the processes that nurture customer brand loyalty

Measuring and Monitoring Customer Satisfaction

- Why is measuring customer satisfaction important?
- Why is it critical to encourage customer complaints and feedback?
- Establishing quality customer service satisfaction measuring and monitoring standards
- Using customer centric diagnostic tools to evaluate trends, perceptions and opportunities for performance improvement
- Best practices for recording and monitoring customer service issues
- Putting in place processes to resolve customer dissatisfaction
- Strategies for working with difficult and demanding customers

Leading the Way to Customer Service Excellence

- The importance of attitude, teamwork and professional development
- Developing a customer centric training program
- Setting performance goals
- Contests and employee recognition programs
- Coaching and mentoring strategies
- Methods to empower and motivate customer service employees
- What is your action plan?