



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 Focused Management Practices

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# Customer Focused Management Practices

## Introduction:

A customer-focused organization is grounded in the belief that long-term success depends on a commitment to customer satisfaction throughout the entire organization. This program focuses on what it takes to build the culture, the processes and the relationships that will lead to long-term growth and financial sustainability.

Leaders are role models in planning, communication, coaching and employee recognition. Their efforts result in increased employee loyalty, greater innovation and improved customer satisfaction. The course covers customer service management responsibilities, from the most fundamental tasks of hiring, training, coaching and teambuilding to quality assurance and leadership skills. This challenging and highly course will focus on creating and managing effective teams, dealing with difficult customers, understanding behavioral styles and proven leadership strategies. You will be able to:

- Analyze and implement the best practices of top performing customer service providers
- Utilize best practices for measuring and monitoring customer satisfaction
- Streamline call center operations for optimal service levels
- Successfully utilize interpersonal skills to supervise and motivate employees
- Empower, motivate and retain frontline personnel

## Who Should Attend?

Customer Service Professionals, Managers, Public Relations Officers, Practitioners & Personnel, Quality Management Personnel, Customer Analysts, HR Professionals who have communications roles, Customer Service Representatives & Professionals, Team Leaders & Supervisors, Administrators, HR & Training Professionals, Accounts

Personnel, Sales & Marketing Professionals, Marketing Managers or Directors, Sales Managers or Directors, Sales Trainers, Salespeople, Communication Specialists, Brand Managers, Frontline & Reception Staff, Customer Service Representatives (CSR), Personnel responsible for building and sustaining their company's reputation for customer service excellence, anyone who provides services, products or information to internal, or external customers

### Course Objectives:

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

- Describe the importance of the leader as a role model for customer service excellence
- Establish the importance of setting and reviewing customer service standards
- Describe techniques to motivate teams and individuals for peak performance
- Develop effective communication strategies to promote teambuilding
- Evaluate surveys to accurately monitor customer satisfaction
- Design a realistic and challenging customer service employee training program

### Course Outline:

#### **Creating a Customer-Focused Organization**

- Vision and mission of a customer focused organization
- Case study: Benchmarking world-class customer service companies
- The roles and responsibilities of a customer-focused manager
- Breakout session: Are you a leader or manager?

- The importance of presenting a professional business image
- Customer service from the heart
- Case study: Best practices - Xerox' Five Pillars of customer-focused strategy
- Mastering nonverbal communication

### **Enhancing Leadership & Interpersonal Communication Skills**

- Supervising the four personality styles
- Determining your management style
- Overcoming communication barriers in the workplace
- The supervisor's role in conflict resolution and service recovery
- Facilitation skills: managing group dynamics
- How to give and receive constructive feedback

### **Setting Customer Service Policies & Performance Standards**

- Dr. Deming's Fourteen Points of Total Quality Management
- Traditional manager versus TQM manager
- Setting SMART objectives to improve customer satisfaction
- developing a call center checklist
- Best practices: methods of measuring and monitoring customer satisfaction
- Empowering frontline employees to better serve their customers
- developing a customer service complaint checklist

### **Building High-Performance Teams & Motivating Individuals**

- the building blocks of a high-performance team
- your customer service is only as good as your worst employee
- the power of mutual support and cooperation
- Building teamwork with support and recognition
- Coaching and mentoring techniques
- The impact of stress on individual and team performance