

Customer Service Skills

HOW TO CREATE
POSITIVE
EXPERIENCES
FOR CUSTOMERS

QUALITY
LEVEL



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It is critically important to deliver a top level professional service to customers. Even when a customer's needs cannot be met, it is crucial that their expectations be managed. Participants will also learn how to set positive experiences for customers which is proven to increase customer retention and boost lifetime spend.

KEY LEARNING OUTCOMES

Customer Service Skills will provide participants with valuable tools to:

- Understand the benefits of implementing a quality service approach
- Identify customer needs and provide the best available service
- Provide a fit to meet customer needs
- Implement appropriate strategies for meeting changing customer needs
- Handle requests that cannot be met, or outside the scope of their responsibility
- Turn difficult customers/situations into opportunities for the organisation
- Professionally communicating with difficult customers
- Identify the hot spots that cause customer frustration

PROGRAM OUTLINE: Training Areas

MODULE 1:	LEARNING OUTCOMES
Introduction to customer service	<ul style="list-style-type: none">→ Benefits of providing a quality service for the customer, organisation and participant→ Understanding customer expectations
"Moments of Truth"	<ul style="list-style-type: none">→ Identifying the different points of contact with customers and the importance of service provided at every contact→ Scandinavian Airlines Case Study→ Handling enquiries, problems and complaints using different communication mediums→ Identifying internal and external customers
Current levels of service	<ul style="list-style-type: none">→ Four levels of customer service→ Identifying current service levels within the organisation→ Solutions to providing exceptional levels of service at all times→ Aligning customer service to service delivery

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