

# Employee Growth- A One Day Course

## Customer Service Fundamentals

*Customer Service Fundamentals that Produces Great Customer Satisfaction, Customer Retention and Great Results*

### WHO SHOULD ATTEND?

All employees in the organization that want to improve their customer service competency so that they can get the very best results from their leadership, teams and colleagues in pursuit of best customer satisfaction, maximum value and the organization's goals.

### COURSE DESCRIPTION

Customer satisfaction through customer service excellence is a means to positively differentiate your organization from your competition. Satisfied customers usually return and buy more, they tell other people about their experiences, and they may well pay a premium for the privilege of doing business with an organization they trust. Great customer satisfaction improves relationships at work, increases your customer retention and encourages new customers to buy. Mastery of customer service builds organization value and drives sustainable business growth.

*Customer Service Fundamentals* is a straightforward proven approach to getting customer satisfaction through best customer service practice. The program covers the fundamentals of customer service by understanding what it feels like to receive really poor customer service through a 'heart and minds' activity. The program takes a holistic view of customer satisfaction and introduces the delegate to the knowledge, skills and attitude required to behave effectively and confidently with any customer for great results.

The program is well researched, knowledge-based and designed with the individual learner at the centre of the learning process which means that the course is extremely interactive and practical.

### COURSE OBJECTIVES

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

- ✓ Determine customer satisfaction through customer service excellence
- ✓ Determine customer experience (perception)
- ✓ Provide insights into the drivers of customer satisfaction
- ✓ Develop fundamental customer service tools and techniques
- ✓ Produce drive to self-develop in customer service excellence
- ✓ Produce positive impact on the overall performance of each delegate and the organization

### COURSE CONTENT

#### Understand Customer Service

- Hearts and Minds
- What is 'Customer Service'
- Elements of Customer Service
- The Benefits of Customer Service Excellence
- Characteristics of Great Customer Service
- *Activity – discussion, gathering examples of poor & excellent service*

#### Understanding Customer Loyalty

- Who are Your Customers?
- *Activity - assessment of your perceptions of your customers & theirs of you*
- Customer Satisfaction versus Customer Loyalty
- Tools and Techniques to Lift Your Customer Services
- Understanding Your Customers
  - Your Customer is Your Final Inspector!
  - Customer Needs and Expectations
  - Your Perception Points
  - Sustainable Competitive Advantage
  - Adding Service Value

### **Communicating with your Customers**

- Communication Skills in Customer Service
  - What Influences How We Communicate?
  - Building Rapport
  - Verbal/non-verbal Communication
- Choosing our behaviour and being assertive
- *Activity – identify how assertive you are*
- Listening & Questioning Skills
- *Activity - answer questions after listening to a story*
- *Activity - review types of question appropriate for use with your customers*
- Using Feedback to your Advantage
- *Activity - gather examples of feedback from customers*

### **Key Learning Review**

- Group discussion and professional feedback to consolidate key learning.

### **IN ADVANCE**

Each delegate will be asked to complete a pre-course questionnaire to determine their individual learning objectives. These will be used by the trainer to give on track training that is focused on the individual learner attending.

The most appropriate training format, content and approach for this course will be discussed with you prior to the start of your course.

### **ON-TRACK FOR GROWTH**

The individual leaves this program with a personal action plan to encourage immediate transfer of training to the job.

### **EVALUATION TO ENSURE CONSISTENT QUALITY**

All our courses are evaluated at Kirkpatrick's Reaction and Learning levels as part of our quality control process as follows:

#### **Level 1- Reaction- Training Course Evaluation Form**

This training course evaluation form is used to maintain and improve the standards of our training courses.

#### **Level 2- Learning- Pre and Post Training Test**

The test is confidential and used to evaluate our training, **not the delegate**. The results help us answer the question "Did people learn what we wanted them to learn from the training?" This test is run at the beginning and at the end of this training course.

**The Whole Thing** can help properly position and align all learning and development with business priorities to ensure that effective evaluation is possible. We encourage all our

clients to agree measures prior to any intervention so that return on investment (ROI) and process gets attention.

Please contact **The Whole Thing** to explore the many ways that we can help you.