

2 – DAY THE SENSATIONAL MOMENT OF CUSTOMER SERVICE EXPERIENCE



Introduction

*“People don’t care how much you know until they know how much you care”
– Theodore Roosevelt*

- What is Customer Experience all about?
- Do we already have the basics?
- Is this the next level of Customer service?

If you are looking for an answer to any of the above questions, then you are in the right place. Sensational customer service is the way to go in getting your brand’s message across to your customer base. To be able to translate your organizations brand philosophy into providing top class service to retaining your customers long term whilst building a new base is what this exciting interactive session is all about. This course offers the solutions in experiencing the thrill of becoming an effective Customer Experience Expert.

Customer Care Professionals are made not born into this time and age. We need to cultivate the need to meet the customer’s expectations in order to elevate the standards of Customer Service to the experiential age. This program will be divided into three (3) stages where each is a stage to the other. Expect great learning and sharing to move to the next level of Customer Experience!

Course Objectives

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

- Know the history of CS.
- Have the Right mindset & attitude needed
- Have the Right kind of skills
- Take the Customer to the next level

Methodology

- Interactive
- Dynamic role plays
- Group Activities
- Sample data / tools
- Business games / simulators

Who Should Attend?

- Retail/Customer Care officers
- Executives
- Senior Executives / Managers

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Course Outline

MODULE 1: THE BIRTH OF CUSTOMER SERVICE

- Brief History of Customer Service
- Evolution of Customer Service in the 4 economy waves
- Understanding the “Starbucks” theory
- The History of Customer Service in the Banks
- Focus on the core values for the best experience

MODULE 2: THE DIFFERENT TYPES OF CUSTOMER SERVICE

- Ron Kaufman’s 5 levels of Service Experience
- Industrial standards in Customer Experience
- The” JW Marriot way “ of interactions with customers

MODULE 3: THE ROLE OF A CUSTOMER CARE PROFESSIONAL

- The Right skills for the job
- The 20 golden rules – Dale Carnigee
- Mindset & Attitude of a CCP

MODULE 4: THE BUSINESS CASE FOR CUSTOMER EXPERIENCE

- Constructing your business case
- Outline case studies
- Selling your business case

EVALUATION OF TEAM ASSIGNMENT ON DAY 1 VIA TEAM PRESENTATION

MODULE 5: BUILDING A CUSTOMER EXPERIENCE CULTURE

- Framework for a customer experience culture Alignment
- Building continuous improvement
- Practice internally the best level of Customer Experience

MODULE 6: TAKING IT TO THE NEXT LEVEL

- Motivation for better service – Gung Ho Theory
- Values base learning in building motivation
- Goals setting – NLP methods

MODULE 7: CONVERSATIONAL SKILLS

- Mastering Telephony Skills
- Face to Face Interaction Formula
- Active Listening

MODULE 8: BUSINESS EMAIL

- How to write business emails
- How to have personal engagement online

