2 – DAY
EXCELLENT CUSTOMER SERVICE - FOR BRANCH, COUNTER, PHONE, EMAIL

Introduction

Service is an intangible experience, and a crucial aspect of survival for any enterprise seeking to grow in competitive markets. Telephone communication is central to any organisation's development, as it is often the only thing that distinguishes one business from another. People are under enough stress in today's world. If we want to win their heart and business, we should be the ones who take their stress away. Make them feel comfortable around us, while doing business with us. Make them want to come back. A good way to do that is by focusing on using positive language in customer service. Words have that power. They can help you create a long, trustful relationship with customers.

Course Objectives

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

- Call structure (Structure calls and other forms of customer contact more effectively)
- Communication and empathy (Deliver better service using empathy and improve question and listening skills)
- Customer centricity (Using the Customer Centric Approach, identify customer's real issues and resolve them)
- Email writing (Write effective and impressive emails and enhance customer Experience)
- Emotional intelligence (Recognise each customer's unique emotional rigger and tailor dialogue accordingly)

Methodology

- This 2-day 100% activity-based session is designed to help participants to service and prosper through a service driven culture. Each activity allows for a thorough examination of performance and formulation of meaningful strategies to create a true culture of service. The 4 main ingredients used in this program are Involvement, Interaction, Personal Reflection and Fun!

Who Should Attend?

- Customer Care Consultant
- Service Advisors
- Telemarketers Executive level and above

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Course Outline

MODULE 1: KEY ELEMENTS OF A WORLD CLASS CUSTOMER EXPERIENCE EXCELLENCE

- Attitude
- Skills
- Knowledge

Exercise: Group presentation

MODULE 2: EMPATHY-PUTTING EMOTIONAL INTELLIGENCE TO WORK

- Understanding customer's perspective, emotions, wants and needs
- Developing your Empathic Customer Experience Statement
- Learning to use empathic dialogue to develop trust

Exercise: Developing empathic statements to use according to actual customer issues

MODULE 3: RAPPORT BUILDING COMMUNICATION FLOW IN COMPLAINT SITUATIONS

- Active Listening
- The L.I.S.T process (Acknowledge, Probe, Solve)
- Identifying actual customer complaint scenarios

Exercise: Developing complaint handling dialogue Role play

MODULE 4: PROFESSIONAL / ARTICULATE SPEAKING

- Communicating without body language through phone
- Articulate speaking
- Mastering and Applying Voice Characteristics
- Tone, Pitch,
- Rate of Speech and Volume

Exercise: Trainer demo through participant interaction

MODULE 5: POSITIVE BODY LANGUAGE IN COMPLAINT SITUATIONS

- Conveying non-verbal impressions
- Synchrony vs Dyssemia

Exercise: Slide presentation – Do's & don'ts of body language

MODULE 6: DEVELOPING A CUSTOMER-CENTRIC SERVICE MINDSET

- Self – diagnosis
- Service Dimensions
- All Customers Care About

Exercise: Are we fulfilling those dimensions?
Exercise: What needs to be done?

MODULE 7: DE-FUSING ANGRY CUSTOMERS

In this module, we identify and practice the crucial steps in calming and directing an angry or irate customer.
- Why do customers get angry?
- Managing / filtering our own emotions
- Managing the customer's emotions – A structured approach

Exercise: Role play sessions on real scenarios

MODULE 8: EMAIL WRITING SKILLS AND BEST PRACTICES

The trainer provides email templates for the following customer requests including complaint handling:
- Form or document request
- Apology email with request for further information
- Giving information and Instructions
- Additional templates shall be created in case the participants provides more scenarios

Exercise: Group exercise – Customising the trainer's templates to the client's business