

CUSTOMER SERVICE EXCELLENCE

US 114974 / NQF Level 2 / 2 Non-Credit Bearing

In today's world of steep competition and social media, businesses are finding it difficult to distinguish themselves. It has been stated that humans are more connected than ever before yet have never felt so disconnected. Customer Service is about connection, it's about ensuring that each one of your employees recognises the fundamental difference between a customer interaction and a human interaction. Contrary to popular belief, it will not be your price that distinguishes you from your competitors, it will be the impression your employees give of a positive experience where customers feel valued.

WHO SHOULD ATTEND

- All staff, from cleaners, to top managers. The biggest mistake companies make is thinking that Customer Service is a department when, in fact, it's a company's culture.

HOW YOU WILL BENEFIT

- By understanding the value of a customer, you will recognise the importance of taking responsibility for your customer interactions, regardless of your position
- Initiate a company culture that is orientated towards the customer
- Learn how to distinguish different types of customers so as to provide an authentic experience
- Gain self-confidence in dealing with difficult customers by developing essential interpersonal skills
- Understand the importance of accountability for when something goes wrong with a customer, and how to minimise the impact on the customer relationship
- Learn what customer needs are, how to anticipate them and how to exceed them

WHAT WILL BE COVERED

- The importance of having customer service standards that match the customer experience
- Identifying different types of customers and how to service them
- The importance of correctly identifying a customer's need, so as to assist the customer in an authentic and helpful way
- How to present yourself and interact with a customer in a manner that upholds your company's image
- How to interact with a customer in a professional manner that supports the customer's need to feel respected and valued
- Dealing with conflict and aggressive customers
- Developing effective communication skills (verbal and non-verbal) that create open dialogue and professional responses

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One Day Course

8:30am – 4:00pm

Refreshments and a light, finger lunch will be served at our public course
sales@kznbtc.co.za or (031) 267 1229 for bookings and further information

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Module 1 Explain customer service	Module 2 Engage in an interaction with a customer
<ul style="list-style-type: none"> • Explain the concept of good customer service with reference to a business sector and an organisation's competitive edge • Identify different types of customers within a specific organisation • Discuss consequences of poor service with reference to the customer, the employee and the organisation • Explain the procedure for escalating queries within own limit of authority 	<ul style="list-style-type: none"> • Open an interaction with a customer • Request information to clarify the need • Identify the customer's needs and reflect it back to the customer to confirm understanding • Use non-verbal communication clues to determine an approach to the interaction • Close an interaction positively
Module 3 Communication skills to respond to a customer need	Module 4 Process a query in order to respond to a customer need
<ul style="list-style-type: none"> • Demonstrate active listening skills • Using keywords in a customer dialogue to formulate appropriate responses • Detail customer needs and/or complaints 	<ul style="list-style-type: none"> • Use the information about the customer and the need to formulate responses • Communicate with customers using appropriate language and techniques • Escalation of enquiries outside own level of authority • Follow up actions • Giving feedback on progress