

CUSTOMER SERVICE EXCELLENCE

US 114974 / NQF Level 2 / Non-Credit Bearing

***“Building a good customer experience does not happen by accident. It happens by design”
- Clare Muscutt***

The principles of great customer service are generally well known, yet many customers report high levels of dissatisfaction at the lack of customer service skills in all sectors. Our customer service training aims to move staff from knowing to doing. Doing customer service with recognition of, and dedication to, the customer's needs and experience. Doing customer service with pride and attention to detail. Doing customer service with genuine care for both the customer and the success of the organisation.

Great customer service requires confidence, commitment, and passion. In this course, we build those abilities and help participants to move from bad, mediocre, or good service, to excellent service.

WHO SHOULD ATTEND

- Anyone having any degree of interaction with customers.
- To enhance a customer service culture: all staff, from cleaners, to top managers.

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
- 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 customer service entails and why it is essential to the success of a business
- Match behaviour towards the customer to the promises made to customers
- Essentials of internal customer service
- Listen and use questions to correctly identify a customer's need, and demonstrate a helpful and sincere attitude
- Adapt to the needs and behaviours of different types of customers
- Empathise and authentically engage with customers
- Professionally and respectfully interact with customers: over the telephone, with body language, and with choice of words
- Handle queries and complaints effectively
- Deal with angry or aggressive customers
- Apply good practice in processing and resolving queries and complaints.

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One-day course 08:30 -16:00

Tel: (031) 267 1229

sales@kznbtcc.co.za / www.kznbusinessstraining.co.za

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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 your 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 them 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 and empathy 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