



LEADING CUSTOMER SERVICE

SOCRATES ACADEMY

How focused are you on your customers requirements?

What is the value of one customer to you?

How well are you doing in delivering service excellence?

Approach

Designed for anyone involved in delivering excellence in customer service. Our approach is to balance a strong process (The Service Excellence Model) with the mindset, skills and behaviours that produce outstanding results.

Everything we do is participative and interactive. There will be work in pairs, small group work, role plays and exercises designed to stimulate, challenge and develop people's knowledge and skills.

Key Topics

- Customer Centered Approach
- Building Rapport & Trust
- Customer Needs & Expectations
- Customer Service Delivery
- Continuous Improvement

Training Objectives

At the end of the programme, you will be able to:

1. Address the importance of customer service in a competitive environment.
2. Practice the techniques of managing customer expectations and delighting customers.
3. Deliver better, faster service and increase customer satisfaction.
4. Recognise the signals of customer irritation and how to respond appropriately.
5. Assist in quickly finding a workable solution to their customer's problem.

Duration

Two Days

If you would like to discuss any one of our programmes please call on +44(0)7803 299337 or email: info@craighilesconsulting.com



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Programme Schedule

Day One

Introduction & Welcome

- Programme Objectives
- Personal Objectives
- Excellence in Customer Service

Exercise (I) - Case Study

Customer Centred

- Different Centres
- Service - Inside-Out
- Personal Case Study

Exercise (II) – Customer Centricity

Building Rapport & Trust

- Trust Exercise
- Four Pillars of Communication
- High Trust Behaviours

Team Exercise (III) – Building Rapport

Personal Action Planning

Reflection, Discussion & Action

Day Two

Customer Needs & Expectations

- Success & Failure
- First Impressions Needs Analysis

Exercise (IV) – Identifying Needs

Service Delivery

- Service Mapping
- Building the Foundations
- Managing Resistance

Exercise (V) – Role Play

Continuous Improvement

- Customer Experience
- Ultimate Question
- Aspire, Achieve & Teach

Exercise (VI) – Putting It All Together

Personal Action Planning

Reflection, Discussion & Action

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