



THE CUSTOMER EXPERIENCE

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 a great customer experience. Our approach is to balance a strong process "Model of Service" with the mind-set, skills and behaviours that produce outstanding results.

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

Topics

Building Rapport
Identifying Customer Needs
Matching – Pacing – Leading
Concluding & Closing

Training Objectives

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

1. Understand and implement a Model of Service Excellence.
2. Build rapport and overcome the barriers that prevent it.
3. Develop your communication with customers.
4. Use clean language to elicit your customers' requirements.
5. Exercise your emotional intelligence to develop the relationship with your customer.

Duration

One Day

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

One Day

Introduction & Welcome

- Programme Objectives
- Personal Objectives
- Service Excellence Model

Building Rapport

- Opening & Greeting
- Overcoming Barriers
- Minimising Difference

Identifying Customer Needs

- Asking Questions
- Clean Language
- Listening

Matching – Pacing – Leading

- Emotional Intelligence
- Responses & Feedback
- Summarising

Concluding & Closing

- Ecology Check
- The Ultimate Question
- Next Steps

Personal Action Planning

Reflection, Discussion & Action

**“Do what you do so well
they’ll want to see it again,
and bring their friends”
- Walt Disney**

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