

Brilliant Customer Service Skills

Live online learning course with an expert facilitator

Proven skills, methods and techniques for customer service excellence

Overview

The focus of this highly-practical training workshop is to enlighten and engage customer service and support professionals. It contains many great ideas, with the latest thinking on how to deliver an excellent service experience support to all customers, every time.

- ★ Improved communication skills and ability - telephone, email and face-to-face.
- ★ Greater professionalism, ownership and accountability of service and customer issues.
- ★ Managing expectations for improved customer satisfaction.

All participants will leave the day with new skills, a better attitude and greater appreciation of how to deliver brilliant customer service.

About the training

The course is interactive and participative, using the latest learning techniques to help capture everyone's unique learning style and keep their attention. The training will use relevant and practical examples, tailored to your business and based on the free pre-course research that we include as standard.

Who will benefit

This is an essential workshop for anyone who deals and works directly with customers, internal customers, plus managers and others involved in the customer value chain.

Key learning objectives

- ★ How to recognise the specific skills, mindset and behaviours required to deliver excellent service via the telephone, email, in person and online.
- ★ Apply the SPECIAL model so you can easily meet and exceed customer's ever-increasing expectations.
- ★ Be able to quickly 'tune-in' to customer requirements, problems, expectations and be able to consistently over – in both style and substance.
- ★ Respond to customers in the most timely and effective way by making the right choice of communication tool.
- ★ Use effective questioning techniques in verbal and written communication to establish the root cause of customer problems and issues.
- ★ Demonstrate effective listening techniques when on the telephone and face to face.
- ★ Improved written and email communication, being able to adopt the correct tone, and write with accuracy and clarity.
- ★ Use a proven method of handling customer dissatisfaction with confidence by learning to respond and stay focused on a positive way forward.
- ★ Identify how best to use your personality to deliver authentic and personalised customer service experiences. Pre-course activity

Participants will be asked to complete a short pre-training questionnaire.

Brilliant Customer Service and Support – sample course outline

Live online training – two three-hour modules

What is Brilliant Customer Service and support?

- What is that customers want, like and expect?
- The skills, mind-set and behaviours required to deliver customer service excellence
- Critical success measures – shifting demands and the 'Amazon effect'

How to make every customer feel important

- Understanding the dual expectations of every customer: logical and emotional
- The SPECIAL model - creating customer satisfaction naturally and consistently
- Applying these principles to your job role and customer type - practical exercises

Communications skills

- Creating trust, liking and credibility on the face to face and on the telephone - developing an engaging customer 'personality' through your communication skills
- Brilliant last and last impressions - making every call a positive experience
- Understanding how to use your body language, voice tone and verbal skills to create a positive experience

Email etiquette and introduction to best-practice customer writing skills

- How to write clear, positive and professional emails, letters and online messages
- Top recommendations for email best practice and etiquette.
- Practical tips on how to edit and proof-read emails for accuracy, brevity and clarity.

Questioning and listening techniques for improved problem solving

- How to ask for information using advanced questioning, listening and qualifying skills
- Short-cuts for effect customer problem-solving and managing challenging expectations
- Practice session using real-life problem-solving case studies

Turning problems into opportunities – complaint handling made easy

- How to respond positively and not react negatively using the AGREE and other models
- How to have difficult conversations on the telephone and put 'bad news' in writing
- Practice session using email and telephone planning for difficult situations

Personal Application Plan

- Learning points and actions from the training.

Course format

- *Interactive, engaging and practical*
- *Varied learning activities, practical sessions, quizzes and discussions.*
- *Two three-hour online modules with a live trainer*