

Brilliant Customer Service Online Skills Training 2021

Half-day live online training course and
eLearning

Customer service skills booster!

hq@brilliantcustomerservice.co.uk

Call 07515 851 691

Brill!ant

CUSTOMER SERVICE



Key learning points

How to develop practical and proven ways of improving customer service and support.

Learn advanced communication skills by telephone, for both support and sales calls.

Greater consistency, professionalism, and ownership of customer experience.

Managing and exceeding expectations for improved customer satisfaction.



Six Essential Modules



Why customer service matters



The SPECIAL model



Telephone techniques



Email skills



Questioning and listening



Problems into opportunities



What makes this online course different?

The course is interactive, well-paced and highly participative, using the latest learning techniques to help capture and keep learner's attention throughout the course.

It will use examples taken the learner's own experience and their customer situations, making every learning point relevant and practical.

All learners will complete a written action-plan of the most important ideas, skills, ideas and learning points from the day. This can be used for effective follow-through after the training.

A man with a beard and short brown hair, wearing a grey button-down shirt, is looking down at a laptop screen. The background is a blurred office environment with shelves and papers. A large white circle is overlaid on the left side of the image, containing text.

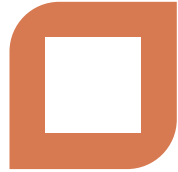
Who will benefit?

- All staff who work directly with customers all support those that do.
- Suitable for internal and external customer support.

Ideal for online staff



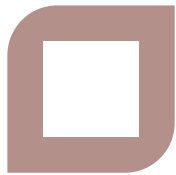
PRACTICE USING
PROVEN TELEPHONE
SKILLS



ADVANCED
QUESTIONING
TECHNIQUES.



HANDLE CUSTOMER
DISSATISFACTION



HOW TO PERSONALISE
CALLS, EMAILS.



ADAPT TO DIFFERENT
CUSTOMER TYPES.



action

Pre-course activity

- Participants will be asked to complete a short questionnaire before the training. This will be linked-in to the training. Ask about our Training Needs Analysis, mystery-shopper and customer service assessment services.

plan



Course outline: Brilliant Customer Service

Half-day live online course that
is interactive and engaging

Delivered by customer
experience and training expert

Six-week follow-up eLearning
course





Online Learning Highlights...



What is Brilliant Customer Service?

What is that customers want, like and expect?

The skills, mind-set and behaviours required to deliver customer service excellence

Critical success measures

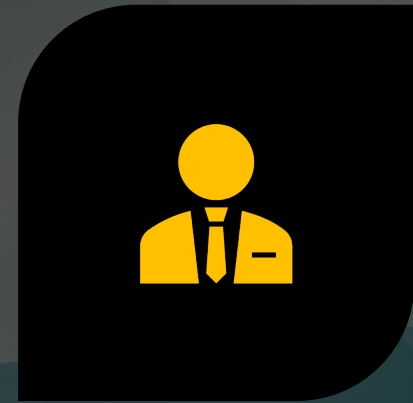
How to make every customer feel important



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

Telephone techniques



Brilliant first impressions - welcoming – the first thirty seconds



Brilliant last impressions - making every support call a positive experience



How to use behavioural flexibility to create a more positive experience for customers

Questioning and listening techniques

How to ask for information in a timely and constructive way (verbal and written)

How to show people you are listening to them – telephone, email and social media

Practice sessions



Email etiquette and writing skills



How to write clear, positive and professional emails



Top recommendations for email best practice and live-chat.



Practical tips on how to edit and proof-read emails for accuracy, brevity and clarity.

Turning problems into opportunities

Dealing with difficult situations and customers – the right way and the wrong way

How to respond positively – not react negatively in writing

How to plan and conduct difficult conversations on the telephone

Practice session

Personal Application Plan

Planning for change – presentation of individual learning summary and action plans.

Follow-up eLearning modules for six weeks included.

Please get in touch for
more information

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Ideal for all
online and face
to face customer
service staff

