

A middle-aged man with grey hair and a beard, wearing glasses, a dark suit, white shirt, and dark tie, is smiling and looking towards the right. He is sitting at a desk with a laptop open in front of him. The background is a bright, modern office with large windows.

**Brilliant**  
CUSTOMER SERVICE

# Brilliant Customer Service Training

Proven skills, methods and techniques for customer service excellence

# Overview

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

- 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.

# 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.

# About the training

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 a brilliant service experience to all customers, every time.

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



# Key learning points

- How to recognise the specific skills, mindset and behaviours required to deliver brilliant service via the telephone, email, in person and online.
- 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.
- 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.

# Course Outline

## Brilliant Customer Service



### Introduction and key principles

- Course objectives and introductions
- Review of pre-course work and personal learning goals
- Essential principles of brilliant customer service

### What is Brilliant Customer Service and support?

- What customers want, like and expect?
- The skills, mind-set and behaviours required to deliver brilliant customer service
- 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

## First and last impressions best practice on the telephone

- Creating trust, liking and credibility on the telephone - developing an engaging customer 'personality'
- Brilliant first 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 an 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 proofread 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 effective customer problem-solving and managing challenging expectations

## 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

## Action Planning

- Learning summary and actions from training



# Options

## **Mystery Shopper**

We can provide a mini mystery shopper service or pre training analysis of current service experiences

## **Bonus Smartphone eLearning App**

Included for 12 months, with over 50 micro-learning based business skills modules.

## **Coaching Sessions**

One to one at the desk coaching sessions following training.



A person is sitting at a wooden desk, working. They are holding a pen over a notebook. In front of them is a laptop, a tablet, and a smartphone. The background is slightly blurred, showing a bright, modern office environment.

# Brilliant

CUSTOMER SERVICE

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