



Brill!ant

CUSTOMER SERVICE

Improve your customer service, sales and productivity

Our Mission



We help companies of all types, sizes and sectors to improve their customer service standards, systems and skills.

We refer to this as the three S's of

Succe**SS**

Customer service is our passion, with over 25 years of experience working with a huge variety of organisations.

Whatever the goals for your business, team or individuals, delivering outstanding customer experience is the key along with improved productivity, cash generation, staff morale and sustainable growth. We do this by providing specialised customer focused consulting, training and skills coaching.

What we do...

The starting point for improving your customer's service experience is to work out where you are now, where you would like to be and how to get there. We do this all quickly, easily and at a sensible cost. You will be able to review the results in days not weeks. The free TNA will make the training and skills coaching easy to personalise and much more effective when delivered.



Training Needs Analysis

A free TNA for all service and support team members. This is done online, easily and quickly. We conduct a few random follow-up surveys of customer or support calls to get some instant impressions and feedback.



Listen-in, observe, review and report back

We can spend a few hours with your customer service teams and then give some impartial, confidential and expert feedback.



If you really wanted to know how you compare

We can carry out a small-scale mystery shopper or real-life support test. We can also benchmark you against others as you wish.

Seven Secrets of



- **S**peed and time
- **P**ersonalisation
- **E**xceed expectations
- **C**ompetence and courtesy
- **I**nformation and informed
- **A**ttitude and values
- **L**ong term relationship

Seven Secrets of



When it comes to improving your service and support, there is rarely one quick fix or instant solution. If there was, you would be doing it.

However, we have developed a unique approach, a model if you like, that has been field tested in hundreds of different organisations, teams and customer situations. From hospitals to hotels, software to financial services and everything in-between.

We call it the **SPECIAL** model. It is a powerful mix of attitude, skills and process. When done well, it is the key to a great customer experience

When elements are missed, it is the root cause of all customer dissatisfaction and complaints.



Training Workshops



Brilliant Customer Service

The course is interactive and participative, using the latest learning techniques to help capture everyone's unique learning style.

With up-to-date examples of customer service excellence and best practice. Everyone will leave the course with more customer service skills and a renewed attitude.

Plus, new and better ways to respond to customer questions and problems. Including impactful ways to respond to complaints when they occur.

Service with a Sale

- The customer friendly way of making more sales
- The four C's model: Connecting, Consulting, Convincing, Confirming
- Techniques for increasing lead conversion and order value.
- Improving your rapport, questioning, presentation and closing skills.

Working Smarter

- How to manage priorities and meet deadlines with less effort and stress.
- Structuring your day, resisting distraction and staying focused.
- Goal setting, delegation and work-life balance.
- Working smarter is a highly practical approach to time management that helps participants gain new ways to solve old problems.

Our Services

At the Desk Skills Coaching

With no time away from work, we can improve skills and attitudes with focused 1-2-1, one hour coaching sessions. One of our expert consulting partners will spend the day going desk to desk coaching individuals as they work.

Example topics include:

- Email and business writing skills
- Account management skills
- Presentation and communication skills

A personality profile analysis is included for every individual and reviewed with them by their coach. A copy is also sent to their manager/team leader.



Bespoke Training Services



Because we specialise in customer service improvement, we can develop bespoke and made to measure customer service training quickly, easily and at a fraction of the cost. With a full choice of duration and style, each course will be co-branded with real life scenarios and personalised learning content.

Here are a few examples:

- ·CRM and system training
- ·Product knowledge
- ·Technical training and support

We can provide a full turnkey solution. Working from core learning objectives, we offer full training course design, development, material production and train the trainer workshops. This can include pre and post course activities with eLearning and mobile learning modules.

Online and Mobile eLearning

All of our training, including bespoke courses include modules accessible online or as a smart phone App. Each of our training courses and at the desk skills coaching sessions include some elements of pre/post online and mobile based activities. These include quizzes, self assessments, questionnaires, podcasts, text summaries, videos and learning tasks.

Additional benefits include:

- User tracking reports
- Low cost per person
- Co-branded option
- Easy to customise

As well as reducing time away from their job roles, eLearning and mobile based learning can also help to reinforce learning in small bursts, often just before it is used. We can create or transfer any training course as a stand alone eLearning program, quickly, easily and at a common sense price.

Contact us for a free trial of our eLearning app.




We can provide training, coaching and consulting in all areas of the UK and beyond. You provide the venue, we do everything else.

- Expert facilitators and skills coaches
- Proven content and value for money pricing
- free pre-course training needs analysis
- post course online eLearning modules.

For more information, prices and sample outlines please get in touch.

Organisations currently benefitting from Brilliant Customer Service





Brilliant

CUSTOMER SERVICE

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