



# Brill!ant

CUSTOMER SERVICE

CONSULTING, TRAINING AND COACHING



IMPROVE YOUR CUSTOMER SERVICE, SUPPORT 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



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.

# The Seven **Brill**

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.

CUSTOMER

**S**



Speed and Time

**P**



Personalisation

**I**



Information and Informed

**A**



Attenti

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.

# n Secrets of **!ant**

ER SERVICE

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

**E**



Expectation Management

**C**



Competence and Courtesy

**L**



Long Term Follow Up



Attitude

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



# Training Workshops



Brilliant  
Customer  
Service

The course is intera

With up-to-dat  
Everyone will leav

Plus, new and better  
impact



Service  
with a Sale

The  
The four C  
Techni  
Improving y



Working  
Smarter

How to ma  
Structur

Working smarter

eractive and participative, using the latest learning techniques to help capture everyone's unique learning style.

date examples of customer service excellence and best practice.  
leave the course with more customer service skills and a renewed attitude.

etter ways to respond to customer questions and problems. Including tactful ways to respond to complaints when they occur.

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

manage priorities and meet deadlines with less effort and stress.  
cturing your day, resisting distraction and staying focused.

Goal setting, delegation and work-life balance.

arter is a highly practical approach to time management that helps participants gain new ways to solve old problems.



## At the desk Skills Coaching

With no time away from their work, we can improve staff's skills and attitudes with skills 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 or team leader.



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 fully 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.



**Bespoke Training Services**

# Online and Mobile eLearning



All of our training, including bespoke course development, includes modules accessible online or as a smart phone App. Each of our training courses or 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.

- PC or App based learning
- Online podcasts and videos

- User tracking reports
- Low cost per person
- Fully 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.

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. All training and coaching sessions include a free pre-course training needs analysis and post course online learning modules. For more information, prices and sample outlines please get in touch.

## Organisations currently benefitting from Brilliant Customer Service



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