

## **Brilliant Customer Service Skills**

*One day in-house training workshop*

### **Introduction**

The focus of this engaging one-day live training course is to develop practical and proven ways of improving customer service and support standards. This includes:

1. Improved communication skills by telephone, for both support and sales calls.
2. Greater consistency, professionalism and ownership.
3. Managing and exceeding expectations for improved customer satisfaction.

### **Overview**

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.

### **Who will benefit?**

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

### **Key learning objectives include:**

1. How to use the specific skills, mindset and behaviours required to deliver excellent service.
2. Be able to apply the SPECIAL model so you can easily meet and exceed customer expectations.
3. Improving the handling of sales calls and enquiries by making asking the right questions, making product suggestions and summarising.
4. Tools to better manage customer expectations so you can deliver more than you promise, every time and all the time.
5. Practice using proven telephone communication skills to improve calls and the customer's experience, including for internal customers.
6. Be able to apply advanced questioning techniques to solve handle sales enquiries and solve customer problems faster and more effectively.
7. Handle customer dissatisfaction with confidence by learning to respond and stay focused in a really positive way.
8. How to personalise calls, emails and your solutions based on customer preferences.
9. Understand how to recognise and adapt to different customer types.

### **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.

## Course outline: **Brilliant Customer Service**

*One-day live workshop. 09.30 to 16.30*

*Delivered in-house on your site by an experienced facilitator.*

Includes free personalisation of learning examples and exercises.

### **1. 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

### **2. 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

### **3. First and last impressions best practice on the telephone**

- Brilliant first impressions - welcoming – the first thirty seconds
- Brilliant last impressions - making every support call a positive experience
- How to use communicate clearly and positively using the telephone.

### **4. 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.

### **5. 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 listening sessions using email and call planning

### **6. Turning problems into opportunities**

- How to respond positively – not react negatively in writing
- How to plan and conduct difficult conversations on the telephone
- Practice session using email and telephone planning

### **Personal Application Plan**

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

Follow-up eLearning modules for six weeks included.

### **Brilliant Customer Service Ltd.**

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