

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

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

Follow up eLearning

A variety of business based modules to choose from, all available as a bespoke package

Coaching Sessions

One to one at the desk coaching sessions following training.



A person is sitting at a wooden desk, writing in a notebook with a pen. On the desk, there is a laptop, a tablet, and a smartphone. The background is slightly blurred, showing a modern office environment. The text 'Brilliant' is written in a large, bold, blue font with a red exclamation mark. Below it, the words 'CUSTOMER SERVICE' are written in a white, bold, sans-serif font on a red rectangular background.

Brilliant

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