

Customer Service Skills

For customer service representatives; Help Desk staff; technical support staff; everyone in a customer-oriented organisation! | **1 day**

Participants will be provided with frameworks, syndicate/personal exercises, self-appraisals and skills practice, which will enable them to enhance their customer service skills in needed areas.

Objectives

On completion of the training, participants will be able to:

- know the importance of satisfying and keeping *current* customers
- learn from effective operators/benchmark organisations
- know how to question, listen and communicate effectively with customers
- make the most from each customer interaction (or Moment of Truth)
- understand the importance of, and ability to choose a positive attitude
- deal with *difficult* customers
- implement strategies to create highly satisfied customers

Key Content

- Who are our customers, anyway?
- How am I doing?: a customer service questionnaire
- Servicing our high value customers
- Internal *and* external customers
- Why do customers complain or quit?
- Why do customers buy and stay?
- Maximising on Moments of Truth
- Learning from benchmark organisations
- The benefits of keeping customers (vs. seeking new ones)
- Attitude: you do have choices about your attitude!
- Satisfying customer expectations and needs
- Active listening skills
- Questioning and verifying techniques
- Presentation and body language
- Dealing with customer objections
- Dealing with difficult customers
- Preferred modes of communication with customers)
- Personality styles: understanding ourselves and the customer