

# CUSTOMER SERVICE/SERVICE EXCELLENCE

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## *Getting Beyond "Hello" – Professional Telephone Courtesy and Customer Service*

### **Program Overview**

If your organization's telephone presence is less than top-notch, people will likely judge your employees as rude, uncaring, unprofessional, and uninterested in their business. Do the people who answer your phone appear empathetic? Friendly? In control? Do they listen well? Do they understand what makes the person on the other end of the telephone tick? During this onsite training program, participants will learn the basics of customer service, how to project a polished phone image, demonstrate proper telephone skills through practice activities, and leave with the tools to present an image that says "confident, credible, and capable."

### **Program Objectives**

At this program's conclusion, participants should be able to:

- ♦ Explain the importance of a positive attitude in delivering good customer service.
- ♦ List the benefits of providing good customer service to both internal and external customers.
- ♦ Identify barriers to providing high quality customer service.
- ♦ Apply techniques for dealing with angry or upset customers by successfully answering case studies.
- ♦ Effectively deal with dialects and accents on the telephone.
- ♦ Demonstrate the proper way to greet, transfer, and hold calls.
- ♦ Understand and identify different behavioral styles and adapt as necessary. Successful understanding will be demonstrated through correct completion of case studies.
- ♦ Rephrase blunt communication for better results.
- ♦ Effectively manage job stress.
- ♦ Develop an action plan to improve customer service skills.

At the program's conclusion, participants will have an understanding of the difference and benefits of providing high level service to the internal and external customer, the importance of a positive attitude, have the ability to better handle the irate and difficult customer, know how to leave a positive and lasting impression, and know how to handle internal stress and frustration.

**Program Length: ½ Day**

## *Outrageous Customer Service*

### **Program Overview**

Okay. So your employees now know how to answer the telephone and display that ever important positive attitude to your customers. How do we get them to go to the next level and provide a level of customer service that is totally outrageous and will blow your internal and external customers away.

This program will expose the participants to the techniques that will keep customers coming back for more.

### **Program Objectives**

At this program's conclusion, participants should be able to:

- ♦ Understand the difference between customer service and outrageous service
- ♦ Develop the skills and techniques to win over customers not matter what the situation
- ♦ Understand Mirror and Match philosophies and techniques
- ♦ Identify and understand the four behavior styles and how to adapt to each for win-win situations
- ♦ Learn to build rapport and understand the reciprocity of customer service and the importance of building on customer satisfaction
- ♦ Identify customer needs and wants and deliver every time – beyond expectations
- ♦ Maintain delivery of outrageous service with every interaction
- ♦ Implement an action plan for providing outrageous service

**Program Length: ½ Day**