

TONY WHITE & ASSOCIATES

EXCEPTIONAL CUSTOMER SERVICE SKILLS

ONE - DAY WORKSHOP

"I loved the program. Warm, professional facilitation style combined with excellent, relevant content. Thank you for paying attention to both the pace and needs of the group."

Ministry of the Attorney General Team Leader, British Columbia, Canada

Description:

This workshop is designed to build the foundations of exceptional customer service for anyone that deals directly with external /internal customers. Whether you deal with customers face-to-face or over the phone this workshop will help you maintain high-levels of customer satisfaction while minimizing conflict.

Objectives:

Upon completion of this workshop, participants will:

- **Understand & practice** the core skills of providing superior service
- **Appreciate** what customers really want & really detest in a service transaction
- **Understand** how to apply an interest based approach to communication & service
- **Avoid** the service "forbidden" phrases



In-Class Agenda

What Customers Want and Detest

Participants are introduced to the "Interest-Based Approach" to Customer Service. This powerful model demonstrates how customers not only need results but also a smooth process and consideration of their emotional interests to be truly satisfied.

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Being Proactive in Customer Transactions

Using the “Interest” model as the foundation, a series of discussions and group activities are used to help participants proactively anticipate customer issues and problems and create simple, real world solutions to deal with these customer issues before they become a source of conflict and dissatisfaction. Also the strategic use of questions to both ascertain customer interests and set expectation levels are discussed and thoroughly worked with.

Participant experiences both on the phone and person-to-person will be shared and used as a basis to both learn and apply these core skills.

Core Customer Service Communication and Problem Solving Skills

A series of discussions and practical exercises will assist the group in both understanding and acquiring the skills necessary to communicate and problem solve effectively with customers.

Topics include:

- Problem-Solving - not elevating
- Active Listening - not advocating
- Acknowledging- not dismissing
- Reframing Conflict- not avoiding it
- Assertiveness- not aggressiveness
- Focus on Commonalities-not differences
- Email strategically- not profusely

Also **Forbidden Customer Phrases** will be discussed and alternatives to using them will be generated

Action Planning

Specific discussion on how they will apply what was covered back on-the-job and what support they will need from each other and their Managers.

