



Delivering Exceptional Customer Service

OVERVIEW

Customer service is critical to the success of all organisations. Customers, internal and external, expect a focus on delivery, timeliness, accessibility, information, professionalism, and a positive attitude.

Many people begin their career on the front-line as a customer service representative (CSR). As the direct link between the company and the customer, CSRs are responsible for helping customers, answering their questions and creating a positive experience.

By delivering exceptional customer service, you will earn a reputation for being a true professional and quickly become a trusted front-line employee with opportunities for advancement.

LEARNING OBJECTIVES

In this three-day workshop, you will learn how to implement best practice customer service techniques, build positive relationships, and deliver customer satisfaction with each interaction. You will also learn practical interview techniques to help you obtain a customer service role in any industry.

CONTENT

- Module 1: Personality, behaviour, and communication styles
- Module 2: Drivers of service excellence
- Module 3: Customer service techniques
- Module 4: The sales process
- Module 5: Conflict resolution and service recovery techniques
- Module 6: Interview techniques for CSR positions



OUTCOMES

Upon completion of this customer service workshop, you will be able to:

- Understand the importance of customer service to the organisation's success;
- Identify customers' needs;
- Create a positive first impression and build rapport with customers;
- Read and use tone of voice, verbal communication, and body language effectively;
- Listen actively and know what questions you should ask;
- Identify different customer behaviours and match your service delivery with their expectations;
- Analyze how customers perceive you and prevent escalations;
- Deal effectively with feedback, miscommunication, complaints, misunderstandings, and challenging customer situations; and
- Reap the benefits derived from exceeding customer expectations.

DELIVERY

This training session is delivered as a highly interactive workshop using presentations, group discussions, case-studies, role-playing exercises, self-assessments, and reflections. You will receive a workbook containing key concepts, techniques, and skills divided into modules that progressively build on each other. You will work individually and in small groups to put into practice the key concepts, techniques, and skills from each module. Role-plays will be video-recorded and shown to the group. Participants will be invited to offer constructive feedback to each other and write a reflection on their role-play, describing how the concepts and techniques guided their actions and how the constructive feedback of their peers and instructor can be incorporated into future actions to improve outcomes.

WHO SHOULD ATTEND

This customer service workshop is suitable for anyone serving internal or external customers.

