

Providing Outstanding Customer Service | 2 Days

In today's competitive marketplace, outstanding customer service is what sets you and your organization apart. It is what brings customers to you, persuades them to select your offering over others, and keeps them coming back. But how do you provide excellent customer service and stand out from the crowd? This course offers practical tools and techniques to win clients, create loyal advocates for your business, and deliver excellent customer service.

WHO SHOULD ATTEND:

Operations managers, account representatives, customer service staff, help desk and technical support, and anyone working directly with customers.

JOB ROLES:

Personal Development
Leader of Teams/Projects
Leader of Managers/Departments

OBJECTIVES:

- Define customer service in relation to both internal and external customers
- Recognize how your attitude affects customer service
- Identify your customers' needs
- Generate repeat business with outstanding customer service
- Build goodwill through in-person customer service
- Provide outstanding customer service over the phone
- Connect with customers through online tools
- Deal effectively with difficult situations

COURSE OUTLINE:

Customer Service – A Baseline

Recognizing Your Customers
Understanding Your Role in Customer Service

Developing A Customer Service Mind-Set

Leveraging Your First Impression
Feeling Positively About Customers
Mastering Moods and Emotions

Identifying Customer Needs

Understanding the Customer's Situation
Avoiding Assumption and Prejudgment
Meeting Basic Needs
Seeking to Exceeding Expectations
Building Repeat Relationships

Connecting with the Customer

Achieving Authenticity through Body Language
Responding Effectively to Problems
Mastering Online Etiquette
Seeking Customer Feedback

Dealing with Difficult Situations

Effectively Addressing Complaints
De-escalating Anger
Establishing Common Ground
Remaining Calm, Respectful and Objective

Delivering Outstanding Service

Creating a Memorable Customer Experience

We Ensure Personal & Professional Growth Through:



TOPIC-SPECIFIC, REINFORCEMENT MATERIALS TO ENRICH YOUR JOURNEY

eBooks, On-Demand Courses, Quick Videos,
Personal & Team Assessments, Tools & Templates.

Post-Class Reinforcement Materials

Each of the Leadership and Professional Development courses include a suite of post-class reinforcement materials that are unique to each title. Content such as e-books, quick videos, personal and team assessments, tools and templates, and other materials, have been selected to ensure that you continue your journey to ongoing success beyond the classroom. All e-assets, such as books and videos, come with 1-year access.

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Reinforcement Videos

- Build Partnerships for the Future featuring Carl Ortell
- Improving Customer Interaction & Satisfaction featuring Robert Fort
- Customer Insights that Redefine Markets featuring Peter Fisk
- Achieving Growth in Challenging Times: Focus on the Job of the Customer featuring Clayton Christensen
- Customer Engagement and Growth featuring Jean-Claude Larreche
- Customer Focus Increases Profits featuring Vishen Lakhiani
- Customer Communities for Customer-Driven Innovation featuring Fred Reichheld
- Engage Your Customers To Grow Your Business featuring Dan Wittner
- Customer Focus: Define Who They Are featuring John Hope Bryant
- Managers Need to Understand their Customer's Business and Strategy featuring Bill McDermott
- Customer Focus featuring Bill McDermott
- Focus on the Right Data to Understand Customer Interest featuring David Sable
- Driving Growth with Net Promoter Score (NPS) featuring Fred Reichheld
- Reducing Customer Risk featuring Adrian Slywotzky

Book Summaries

- *The Definitive Drucker – Challenges for Tomorrow's Executives – Final Advice From the Father of Modern Management* by Elizabeth Haas Edersheim
- *You Can't Order Change – Lessons From Jim McNerney's Turnaround at Boeing* by Peter S. Cohan
- *Tuned In: Uncover the Extraordinary Opportunities That Lead to Business Breakthroughs* by Craig Stull, Phil Myers and David Meerman Scott
- *Be Different or Be Dead: Your Business Survival Guide* by Roy Osing
- *Managing Customers as Investments: Are You Spending More on Your Customers Than They Are Worth?* by Sunil Gupta and Donald R. Lehmann
- *Outside Innovation: How Your Customers Will Co-Design Your Company's Future* by Patricia B. Seybold

Blueprints

- *Staying Customer-Focused* by Charles W. Ellis, T. Michael Glenn, Richard Nickson and Steve Settelmayer
- *The New Face of Customer Service: Technology's Impact* by Filippo Passerini, Marge Brea, Scott Fuson and Steven Nelson
- *Dealing with Shifts in Consumer Demand* by Joseph L. Dugan, Matthew Cross, Anthony Luciano and Bill Penczak

Leader-Led Activities

- Customer Jobs Discussion Guide
- Customer Evolution Facilitation Guide
- Customer-focused Leadership Facilitation Guide
- Profitability and Customers Facilitation Guide
- Customer Information Application Guide
- Process Improvement Application Guide

Self-Assessment

- Customer-focused Leadership

Business Impact

- Business Impact: Are You Listening to Your Customers?

Challenge

- Challenge: Creating a Customer-focused Organization

Tools

- Customer Evolution
- Products and Services Jobs
- Profitable Customers
- Timeless Truths
- Customer Focus Expectations
- Customer Information
- Process Improvement

Core Message

- Leadership Advantage: Customer Focus 2.0

Case Study

- Focusing on the 21st Century Customer
- Demonstrating Customer-focused Leadership
- Obtaining Valuable Information

Key Concept

- Key Concept: The Evolution of the 21st Century Customer
- Key Concept: Customer Engagement and Loyalty brings Profitability and Growth
- Key Concept: Timeless Truths about Customers
- Key Concept: Leadership Requirements for Customer Focus
- Key Concept: Leaders Create a Customer-focused Culture
- Key Concept: Customer Information Sources
- Key Concept: Making Process Improvements

e-Books

- Perfect Phrases for Customer Service: Hundreds of Tools; Techniques; and Scripts for Handling Any Situation
- The Celebrity Experience: Insider Secrets to Delivering Red Carpet Customer Service
- 101 Ways to Improve Customer Service: Training; Tools; Tips; and Techniques

Videos/Courses

- Reducing Stress in Call Centers
- Myths of Customer Service
- Disgruntled Workers Don't Give Great Customer Service
- Everybody Affects Customer Satisfaction

Materials listed above are representative and do not include all assets, which are subject to change as titles and resources are always being updated.