



Winning Through Customer Service

(16 hours)

While winning customers may be hard, keeping them is ever harder. So what do customers really want? They want quick response, instant information, and solutions to their problems. They want exceptional customer service. No organization can afford to lose customers because of poor service, but many do. Customers remember how they've been treated and spread the news. Studies show that they are likely never to buy from you again, even if you have exactly what they are looking for. In today's high tech and demanding consumer market, customer service is mission critical. When customers are pleased, they are likely to spend more on your product or service and will call again. When customer service representatives understand their role in this, they will keep customers coming back.

After successful completion of this course, participants will be able to:

- Demonstrate professionalism on the job while building a proactive, problem-solving culture
- Use essential communication skills in dealings with customers
- Recognize characteristics of human behavioral style and opportunities to adapt to their personal style
- Identify and utilize a structured process/model for conducting customer service transactions.
- Master strategies for dealing appropriately with difficult customer situations

Course Outline:

- 1) Introductions
 - a) Instructor
 - b) People
 - c) Topic
- 2) Your Role as a Service Professional (uses DiSC profile and DiSC telephone key)
 - a) Characteristics associated with a professional image
 - b) Actions which improve professional image
- 3) Essential Communication Skills (uses Listening profile)
 - a) Essential communication skills
 - i) Listening/observing
 - ii) Questioning
 - iii) Verifying
 - iv) Explaining
 - v) Assessing behaviors



- 4) The Customer Service Transaction
 - a) Step-by-step procedure for a customer service transaction
 - i) Establish a professional relationship
 - ii) Identify how to help the customer
 - iii) Provide the required assistance
 - iv) Complete the transaction and follow-up

- 5) Dealing with Difficult customers
 - a) Integrating communication skills Service transaction procedures to deal with situations

Wrap-up (evaluation action Plan)