

# Customer Service Excellence Training

Customers perceive service in their own unique, idiosyncratic, emotional, irrational and totally human terms. Perception is all there is. — Tom Peters, Management Consultant

Once you've sold to new customers, you need to turn them into repeat customers by keeping them satisfied and making them loyal. This training program will help you and your service team exceed customer expectations, increase repeat business and energize employees.

## Course Outline

- ◆ The Impact of Customer Service
  - ⇒ What financial effect poor service has on your business
- ◆ How Attitude Affects Service
  - ⇒ Attitude & job satisfaction affect your ability to service customers
- ◆ Understanding & Satisfying Customer Expectations
  - ⇒ Know what your customers want and how to address their needs
- ◆ Personality Types and How to Deal With Each One
  - ⇒ Learn the DISC Personality Profile
- ◆ Listening Skills – Why It's Important & How to Improve It
  - ⇒ Simple techniques for more effective listening
- ◆ Caring Actions for Customers
  - ⇒ Apologize, Empathize, Fix, Atone, Keep Promises, Follow-up
- ◆ Handling Difficult & Angry Customers
  - ⇒ Turn angry customers into repeat customers
- ◆ Proactive Service – Preventing Service Problems
  - ⇒ How to avoid and prevent problems before they occur
- ◆ Feedback – Start/Stop/Measure
  - ⇒ Help management with what to start doing, stop doing and track
- ◆ Teamwork/Training/Mentoring
  - ⇒ Improving performance by working with others
- ◆ Telephone Techniques
  - ⇒ Professional skills for inbound & outbound calls

## Learn how to...

- Describe excellent Customer Service
- Identify the benefits and impact of great Customer Service
- Make your customers feel important and appreciated
- Understand and address customer expectations
- Recognize and adapt to specific customer behavior styles
- Become a master in the art of listening
- Recognize, and take advantage of, outstanding customer service opportunities
- Alter your attitude to deliver outstanding customer service
- Develop proper telephone skills to become an effective communicator
- Deal with angry and upset customers
- Reduce stress and turnover in customer service jobs
- Turn every customer into an ally

Russ brings fresh, innovative training to our Xchange events, with real-world experience and knowledge. His presentations and training sessions are energetic, engaging and humorous and his topics are always targeted at the right level for our audiences, which is why we keep bringing him back each year. If you're looking for a speaker or trainer for your event where your audience will receive a wealth of practical and important takeaways delivered in an informative and entertaining way, Russ is your ticket." **Julian Lee, President, TechnoPlanet Productions Inc.**

## Ideal Attendees

- Executives
- Managers
- Customer Service Representatives
- Sales Representatives & Assistants
- Technical Support Representatives
- Help Desk/Hotline Support Representatives
- Operators, Receptionists, or Administrators
- Everyone who services or interfaces with customers