

Customer Service Excellence - Managing Problem Customers

Course Introduction

This course builds on the principles delivered in the 'Customer Service Excellence – The Fundamentals' course and provides specific tools and techniques for identifying and dealing with problem customers.

It will show that by accepting and embracing these customers in a courteous and professional manner that business outcomes can be achieved to the satisfaction of both parties.

Participants will be able to develop and practice the skills to support any business change required to manage this customer type.

The course is one of a number of 'mix and match' one-day training events which can be attended separately or in the grouping of your choice.



Course Objectives

After attending the training, participants will be able to:

- Understand who are your problem customers
- Identify potential future problem customers with an aim to manage them in a proactive manner
- Understand the underlying reasons why these situations occur
- Apply a range of tools and techniques aimed at problem resolution and ultimate customer satisfaction
- Deal with upset or angry customers
- Identify root cause and acceptable solutions to underlying problems

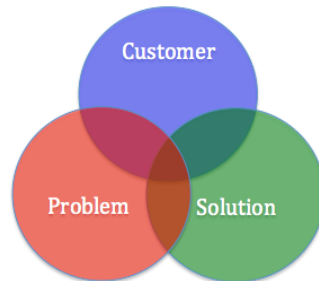
Who should attend?

Sales and Customer Service professionals, supervisors and first level managers involved (or soon to be involved) in customer facing roles.

The material in the Course Design is of a mostly generic nature, however the Course can be easily customised and focus on different industry sectors.

Course Duration

1 day. Which consists of an interesting mix of Slide Presentations, Interactive Sessions, Quizzes, Embedded Multi-Media Sessions and skill practice.



Course Outline

How to identify and manage problem customers using a range of tools and techniques designed to ensure a win-win outcome

- Why do customers become Problem Customers?
- You are not unique
- Specialised people skills
- Specialised teams
- Customer retention and churn
- Managing Problem Customers
- Managing personal stress
- Proactive identification and management
- Case scenarios
- Tools and techniques
- What customers want
- The Internet and customer expectations
- Practical workshop
- The empathetic approach
- Measure and manage



Complete list of 'mix and match' one-day Customer Service events

- Customer Retention
- Problem Customers
- Changing world of Customer communications excellence
- Proactive Customer Differentiation
- Developing YOUR world class Customer Service Teams