

Customer Service Excellence - Proactive Customer Differentiation

Course Introduction

This course builds on the principles delivered in the 'Customer Service Excellence – The Fundamentals' course and focuses on the need to proactively differentiate within all customer segments of your business.

It explains the different customer types, their differing needs and the benefits of being able to treat each segment in an appropriate manner.

Participants will benefit from being able to identify the range of customer segments then apply the appropriate tools and techniques to achieve both business and customer related objectives.

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 the different customer types and their place in the complex world of customer service
- Be able to identify the appropriate customer segment applicable to the range of your customer base
- Be able to identify and apply the appropriate tools and techniques applicable to the customer
- Have the ability to maximise business opportunities and company objectives through better customer understanding

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 different customer types and apply appropriate tools and techniques to achieve business and customer excellence

- Customer: A definition
- Customer types
- Why differentiate?
- Customer needs and expectations from single person to multi national
- Proactive v Reactive
- The benefits of knowing your customers productivity, sales, retention, satisfaction profits
- Your staff: focussed, trained, motivated, rewarded
- Understand your customer = improve your business
- Toolkit for managing your customer segments
- Time management tools and techniques
- Customer Relationship Management (CRM)
- Case Study: Big business or just one person
- Practical Workshop



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