

Customer Service Excellence

The Changing World of Customer Communications Excellence

Course Introduction

This course builds on the principles delivered in the 'Customer Service Excellence – The Fundamentals' course and focuses on the need to deliver communications excellence with all customer segments within your business.

It identifies and explains the communications journey into today's interactive world and the technology drivers behind the change.

Participants will have the opportunity to learn and practice new skills in a supportive environment which can then be applied to enhance both customer satisfaction and ultimately customer retention.



Course Objectives

After attending the training, participants will be able to:

- Understand the evolution and technology-driven world of customer touch points
- Select and apply appropriate tools and techniques for each customer segment
- Understand the drivers that make change inevitable and the potential impact of each on your business
- Select and employ a range of communication media

Who should attend?

Technical and non – Technical professionals working in the Telecommunications industry. especially supervisors and first level managers involved in customer facing roles.

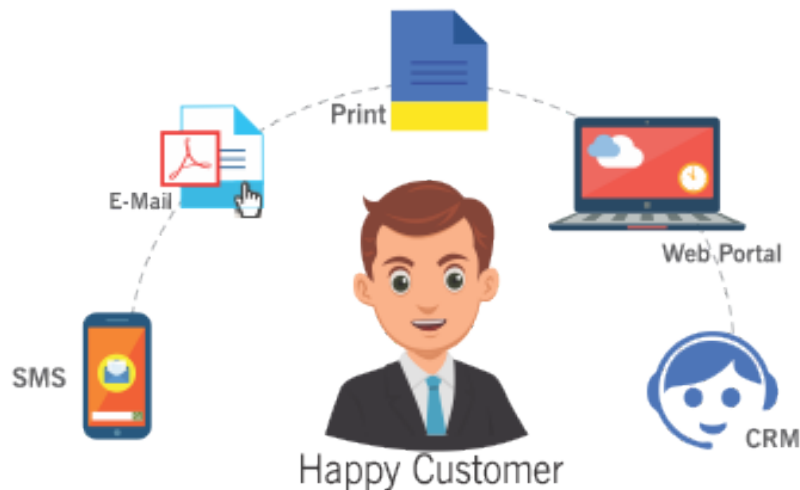
Course Duration

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 communicate at a level of excellence with your customers in an ever changing world of technology and expectation

- What is customer communication?
- Customer Communications model
- Communication styles
- Managing customer touch points
- The customer communications journey
- Customer Communications – how not to do it
- Drivers for change
- Informed customers requires informed people in informed organisations
- What is appropriate for your customer
- Communication media and skills
- The Internet of Everything



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