

Customer Service Excellence – The Fundamentals

Course Introduction

This is a 2 (two) day instructor – led training event which involves presentations, interactive sessions, quizzes, embedded multi – media clips, practical workshops and case scenarios.

The course is designed to give participants an opportunity to develop their understanding of the fundamentals of Customer Service excellence – and can be applied to – or customized for - any industry, as required.

There are practical aspects to the training – including workshops which allow participants to trial their new Customer Service theories - but in the safety of the classroom environment.

The course then considers the impact of the Internet on Customer Service as well as looking at the opportunities presented by the ‘Internet of Everything’.



Course Objectives

After attending the training, participants will be able to

- Appreciate the fundamental principles of Customer Service
- Understand the reasons Customer Service has been sub-standard in the past
- Recognize the factors which are driving Customer Service Excellence in today's forward-thinking Organizations
- Realize the impact of the Internet on Customer Service

Who should attend?

- Managers and Supervisors who are new to the Customer Service environment or who need to refresh their basic skills
- Front line Sales and Customer Service Staff
- Participants should be currently or soon be part of any Customer facing department

Course Duration

2 days. Featuring Overhead Presentations, Case Studies and Scenarios, Interactive Sessions, Multi-Media Clips, Quizzes and (up to) four Practical Workshops

COURSE OUTLINE

MODULE ONE: Introduction to Customer Service

Module 1 introduces the participants to the Course by considering what Customer Service actually is – and why it is vital to the success of any business

- What is Customer Service and why is it so important?
- Why do we need Customers anyway?
- Definition of Customer Service
- Legendary Customer Service model
- WHAT Customer Service is NOT

MODULE TWO: A Review of Customer Service

Module 2 takes a look at the history of Customer Service and identifies a number of clear reasons why Customer Service has not enjoyed a glorious past

- How Customer Service has changed over the years
- A Difficult Journey
- Timeline
- Customer Service Department: Often the poor relation
- Customer Service delivered by uninformed, reactive & demotivated staff
- Other Organizational frailties
- Corporate Laziness
- Customers v Subscribers
- Monopoly Thinking
- Assumed Market Share
- Technology Issues
- Operating at the bottom end of the “Customer Services Hierarchy”
- Case Scenarios: Dreadful Customer Service

MODULE THREE: How Customer Service is changing for the Better

Module 3 examines how forward - thinking Organizations are recognizing that business advantage can be gained by delivering Customer Service excellence – and the changes that need to be effected

- People Skills for excellent Customer Service
- Communicating with Customers
- The WOW factor
- The Informed Customer Service Executive
- Customer Service Process – Best Practice
- True Differentiation
- Informed Organizations

- Technology Harnessed
- Customer Segmentation – Why Bother?
- Corporate v Residential
- World's Top 25 highest rated Customer Service companies
- Case Study: Amazon
- Operating at the top end of the 'Customer Services Hierarchy'

MODULE FOUR: Customer Experience

Module 4 looks at the crucial aspects of Customer Retention and Customer Experience and why it is vital to accurately measure and analyze

- Who are my Customers?
- Don't forget about Internal Customers
- Customer Retention and Churn
- Top reasons why Customers leave
- A definition of Customer Loyalty
- Customer Loyalty ladder
- Customer Satisfaction
- Customer Experience
- Measuring Customer Experience
- Leadership and Customer Experience
- Case Study: Rebirth of 10 pin bowling in the USA

MODULE FIVE: The Impact of the Internet on Customer Service

Module 5 takes a brief look at the future and considers the impact the Internet is having – and will continue to have on Customer Service

- The Internet has already been changing our lives
- Online shopping and Social Media has impacted Customer Service
- Customer Service is about to get a LOT more interesting
- Tags, Sensors and Actuators
- Now the Fridge has a voice – and the Tractor can talk
- The Internet of Everything

PRACTICAL WORKSHOPS

Up to 4 Practical Workshop sessions designed to allow participants to test their new skills. These sessions can be tailored to client requirements and may involve Role Plays, Case Studies, Team Exercises etc. – and feedback to Tutor.

