

Managing Customer Expectations - in a Connected World

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 and improve their understanding of the principles of customer service excellence – especially as it applies to the Telecoms Industry.

There are practical aspects to the training – including 4 workshops which allow participants to trial their new learnings but in the safety of the classroom environment.

The course then considers the future – both in terms of the evolving Telecommunications landscape (the Internet of Things) – as well as the expected future developments in Customer Service itself.

Course Objectives

After attending the training, participants will be able to

- Understand the meaning of exceptional customer service & the increasing expectations of customers in the Telecommunications industry
- Appreciate the rapidly changing Telecoms landscape & the need for Telco's to provide an environment where service excellence can flourish
- Have an awareness of what a Connected World entails and how Customer Care is becoming a Key Differentiator between competing companies
- Have an appreciation of what Customer Service Excellence will look like in the future

Who should attend?

Managers and Supervisors who are new to the Customer Service environment or who need to refresh their skills

Front line Sales and Customer Service Staff

Participants should have some working experience within the Telecommunications industry and are part of (or soon to 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 four Practical Workshops

COURSE OUTLINE

DAY 1: MODULE ONE: You and Your Customers

Module 1 reviews the status of Service Excellence in the Telecoms Industry and goes on to focus on the challenges faced by a Customer Facing employees today.

- Review of Customer Service in Telecom Industry
- Today's Customer Service Executive
- Customer Service Hierarchy
- Changing Customer Expectations
- The WOW Factor
- Communicating with your Customers
- Customer Service Differentiation
- Internal Customers
- Satisfying Experiences
- Managing an upset Customer
- Dealing with Stress
- The Company Ambassador – YOU!
- Customer Segmentation
- Tomorrow's Customer Service Executive
- Case Studies and Scenarios



DAY 1: MODULE TWO: The Role of the Organization

Module 2 concentrates on the Organization and what must be put in place to ensure Customer Service excellence can flourish.

- Organizational Culture and Environment
- Vision, Mission and Values
- The Right People
- Key Performance Indicators (KPI's)
- Customer Experience
- CRM Interface and Integration
- The Right Tools for Tracking and Evaluating Performance
- Case Studies and Scenarios

DAY 1: MODULE THREE: Living in a Connected Age

Module 3 examines how the Internet of Everything will change our world once more – including some of the associated technologies and systems.

- The Internet of Everything
- Devices, Tags, Actuators and Sensors
- Connecting to the Internet
- Internet Computing Systems

- Information and Communication Technologies (ICT's)
- SMART Cities
- Short Range Radio Systems
- Case Studies and Scenarios

DAY 2: MODULE FOUR: A Look into the Future of Customer Service

Module 4 takes a step into the future of Customer Service within the Telecommunications Industry – and the opportunities presented by the next phenomenon: The Internet of Everything

- Why Telco's Must Change for the Future
- Contact Centre's in a Connected World
- Delivering the Right Customer Experience
- Customer Service is about to get a LOT more interesting
- Now the Tractor has a 'Voice'
- Big Data
- Customer Service opportunities for Manufacturers
- How Organizations Must Prepare for the Future
- Case Studies and Scenarios



DAY 2: PRACTICAL WORKSHOPS

- Workshop 1 – Managing an Angry Customer (Role Play)
- Workshop 2 – 'Killer' Wearables
- Workshop 3 – The Future of Customer Excellence
- Workshop 4 – The Informed Customer Service Executive