



MJM Business Solutions Limited

Management Training and Consulting

WOWING OUR CUSTOMERS
World Class Customer Service
1 Day

Executive Summary

The current world economic climate, together with the very competitive nature of the Global market, has forced most companies to look very carefully at what they offer to their customers. Frequently the products and services offered are of a similar nature. The only real differentiator may be the quality of service received.

With new global competition and as the amount of discretionary spending comes under closer scrutiny those company's that can really add **"service value"** to the proposition are the ones most likely to succeed.

Adding **"service value"** from the client's perspective is therefore key. It might be the attitude and responsiveness of staff, internal processes or the quality and speed of response that contributes to reducing clients operating costs.

We need to focus hard on our customer service strategy development and seriously improve service skills at every point where the customer touches us. The essence of excellent service is differentiating yourself and your package within a customer-oriented environment. Knowing what the customer expects and delivering above that expectation is the secret to adding value. This will include a good understanding of our own products and processes.

Our seminar will enable participants to learn and apply the principles used by some of worlds leading companies to deliver first class customer service

Drawing on participant's existing experience, knowledge and skills in managing or delivering customer service this seminar pulls together the key points needed to deliver top class service. It will provide front line staff with the knowledge they need to improve customer service and give them the opportunity to identify their own areas of personal development.

Is this seminar for me?

- Yes. If you interact with customers, either on a face-to-face basis, on the telephone or by post or e.mail.
- Yes. If you want to be able to raise your game and make a positive difference for your customers
- This seminar should be of interest to you if you are a manager, team leader or individual that has any responsibility for the developing internal processes and procedures with impact on the customer.

Learning methods used

Instructor led facilitation. This seminar is designed to be highly practical, interactive, hands on and fun. The event will be a mix of exercises, pair work and small group discussion. In addition to sharing ideas, tools and tips delegates will receive work books with comprehensive notes.

Detailed Seminar Outline

Introduction and Welcome

What is customer service?

- Introduction and definition
- Your obligation to the customer
- Striving for complete customer satisfaction
- Service standards

Service Consequences

- Putting yourself in the customer's shoes
- How to avoid problems and ensure customer satisfaction
- How to ensure that the relationship with the customer is positive.

Impressions and Inspiring confidence

- The first impression
- Key impressions
- Projecting the right image
- Instigating and maintaining a professional customer-led image
- Appearance, attitude and approach communication

Handling customers professionally

- Building rapport
- Exceeding expectations
- Moments of truth
- Enhancing your organisations reputation
- Techniques for building and maintaining customer relationships

Customer Feedback

- Measuring and evaluating levels of service
- Identify and apply appropriate methods for generating customer feedback
- Responding to feedback and change operational systems accordingly

Action Planning

- Doing 100 things 1 % better
- Plan and discuss what they will do on the return to work

You will learn

The essential skills necessary to enable you to:

- Understand the customer
- Increase your awareness and levels of customer service
- Provide a professional service to customers
- Develop customer trust and respect
- Project the right impression and enhance customers' perception
- Manage customer requirements and demands professionally, maintaining control of the situation and setting expectations
- Enhance your personal awareness and develop more effective customer communication skills
- Accept the need for changes to practices, skills and behaviours needed to deliver lasting excellence in customer service
- Develop a 'customer-led' approach to business.
- Apply your newly acquired skills to your own working environment

Our trainers bring with them a wealth of experience in the subject. Our approach is professional and relaxed to quickly build confidence, delivered by trainers who have consistently exceeded expectations in their own careers. We expect participants to be fully involved in the process, be enthusiastic and work hard to change their behaviours and to incorporate new learning.