

## CUSTOMER SERVICE TRAINING

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**COURSE LENGTH: 1.0 DAYS**

Do you impress your customers every time you interact with them? Does your organisation thrive on creating raving fans who buy your products and services again and again?

You must go beyond simply showcasing your products and services and purposefully design and plan to develop strong relationships with your customers. It is essential that you provide a unique customer experience by proactively anticipating your customers' needs and exceeding their expectations every single time.

In this fun and exciting professional development course you'll learn to recognise how your attitude impacts on your interactions, you'll learn how to apply techniques to generate repeat business, develop top-level telephone skills, learn how to deal with difficult customers and deliver on your promises.

The PD Training Customer Service course is fun and effective and will improve the way you approach delivering service to your clients. This course is available now throughout Australia, including Brisbane, Sydney, Parramatta, Melbourne, Adelaide, Canberra and Perth.

Customised Customer Service courses are available for organisations who require specific scripts or product knowledge.

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## CUSTOMER SERVICE TRAINING COURSE OUTLINE

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### FOREWORD

In order to create customer satisfaction, you need to go beyond good customer service and exceed your customers' expectations with exceptional service every time. In order to achieve this it is important to ask yourself some questions:

- Do you or your staff have the right skill sets to deliver exceptional customer service?
- Currently how do you improve your Customer Service Skills and approaches?
- Do you strive to continuously improve your customer service?
- Do you listen to your customers and their needs?
- Do you currently listen effectively to uncover the customer's true needs?
- Are internal customers understood and prioritised?

This Customer Service Training Course is for professionals who want to make a significant contribution to their company's image or bottom line and make their own lives easier by consistently providing exceptional customer service to both internal and external customers.

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### OUTCOMES

**After completing this course participants will be able to:**

- ▶ Understand the significance of customer touchpoints
- ▶ Understand customer diversity
- ▶ Explore the principles of great service
- ▶ Apply critical communication skills
- ▶ Learn lessons from your most difficult customers
- ▶ Know how to defuse situations with customers and to handle tough situations
- ▶ Know how to contribute to and create a customer service culture

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### MODULES

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### Lesson 1: Brand Ambassador or Brand Assassin?

- ▶ What is customer service?
- ▶ Customer Behaviour
- ▶ Why Customers Leave
- ▶ The Benefits of Brilliant Customer Service
- ▶ Reflection

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### Lesson 2: Customer Diversity

- ▶ Cultural diversity and the global customer
- ▶ Generational differences
- ▶ Reflection

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### Lesson 3: We choose to serve

- ▶ Customer Empathy
- ▶ Principles of great service
- ▶ Reflection

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### Lesson 4: Communication – the key to great service

- ▶ Listening
- ▶ Writing
- ▶ Personal Style
- ▶ Reflection

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### Lesson 5: Navigating the Negatives

- ▶ Learning from worst-case scenarios
- ▶ The Steps of Acknowledgement
- ▶ Handling Tough Situations
- ▶ Reflection

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### Lesson 6: Creating a Service Culture

- ▶ Management Focus
- ▶ What can you do?
- ▶ Living the Culture
- ▶ Reflection

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### Lesson 7: Reflections

- ▶ Create an Action Plan
- ▶ Accountability equals Action

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## WEB LINKS

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- ▶ [View this course online](#)
- ▶ [In-house Training Instant Quote](#)
- ▶ [Public Classes - Enrol Now!](#)