



Customer focus

...exceeding your clients' expectations

In a competitive business environment your customers, internal and external, expect exceptional levels of customer service and it is this that will create lasting relationships. Giving great customer service is about understanding your customer, managing information and people and mastering efficient and productive communication. This programme provides powerful tools and a range of useful techniques that will guarantee great customer service.

Content

- Structuring the customer experience
- Behaviours for customer service
- Understanding client behaviours and emotions
- Effective communications
- Creating lasting relationships
- Dealing with problems
- Motivating your team

Features

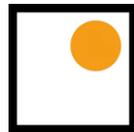
- Customer experience model
- Easy to follow key behaviours

Duration: One day course

"I learnt a lot, I feel more confident about going into a sales environment and talking to someone about our products. I was very happy with the course setup and I will practice all I have learnt on my next sales call. Thank you Philip."

Cassandra Brackin 





Customer Focus

One Day

1. Structuring the customer experience

- Three stage model
- Techniques and behaviours leading to success
- Plugging current gaps

2. Behaviours for customer service

- Recognising proactive service
- Analysis of excellent service examples
- The power of empathy
- CADIF
- Behaviours for great customer service

3. Understanding client behaviours and emotions

- Customers' task motivation
- Customers' personal motivation
- Esteem needs

4. Effective communication

- Exploring – by questioning
- Exploring – by listening
- Reading between the lines
- Body language
- Persuasion

5. Creating lasting relationships

- Customer perception ladder
- Climbing the ladder
- Action planning for specific customers

6. Dealing with problems

- Applying behaviours
- Critical steps for key interactions

7. Motivating your team

- Modelling the behaviours
- Agreeing service standards
- Giving recognition for great customer service
- Celebrating success

