

Customer Service Essentials

Programme Overview

Summary

Working with customers is about understanding their needs and finding solutions.

The internet has changed our expectations of pace, access to information, transparency, and communication in customer service for all of us. Good customer service reduces the customer's effort and creates the desired customer experience.

This workshop helps you learn to understand your customers' needs, enabling you to provide solutions and solve the right issues quicker. But even if we do great work and deliver the requirements, customer service is largely about communicating in a way that makes the customer feel understood and that their needs are being met.

The 1-day workshop will give you a new awareness of the actions, behaviours and language that will help minimize miscommunication and misunderstandings and deliver truly exceptional service to your customers.

Style and Approach

Interactive virtual 'face-to-face' programme including facilitator input, professional actors, breakout groups, small and large group discussions, facilitator, and peer feedback.

Programme Structure

1 day

Audience

Anyone in a customer service role

Group size

16 Participants

Programme Overview

Preparing for the workshop

“Do what you do so well that they will want to see it again and bring their friends.” Walt Disney

Looking after the needs of our customers can provide us with a challenge. As Bill Gates describes them, “your most unhappy customers are your greatest source of learning.” Ahead of attending the course think about a situation involving one of your customers that presents a big challenge in your role. Please consider the following:

- Who the customer is?
- What is the situation?
- What the service is you are providing?
- What are the specific challenges involved in this scenario?
- Your history with the customer
- What makes this scenario complex?

You will be asked to share your example during the session and we will reference it during the day.

Programme Topics

- Setting the bar – recognising basic, expected and exceptional levels of service
- Customer Effort and Customer Experience
- Functional Needs and Emotional Needs
- Role play, forum theatre, and real play
- Fluff busting – Precision model questioning
- Building Rapport – getting to understanding
- Voice qualities, facial expressions and body positioning
- Solving work vs relational work
- Being in the right frame of mind
- Recognising and managing triggers

Outcomes

By the end of the programme, delegates will:

- Set a benchmark of expected levels of service they will provide.
- Know what exceptional service looks and feels like in their role.
- Be able to better identify customer functional and emotional needs, enabling them to meet customer needs more accurately.
- Identify ways to reduce customer effort
- Identify ways to maximise the customer experience
- Know how to use more action and solutions focused language.
- Overcome common language pitfalls, through using the precision model to avoid misunderstanding.