

Basic Customer Service: Level 1: 3-Day Course

Building a Bridge with Communication – Day 3

Overview

Day three is a fast-paced and highly positive experience for the participants. Each module in day three is designed to further understand and develop the skills necessary for positive customer outreach, listening skills and effectively resolving complaints. It is a culmination of everything the participants have learned and will ensure they gain a solid understanding of customer service and how to deliver exceptional customer service both internally and externally.

Each of the day's modules is based upon one of the basic principles of behavioral psychology: You cannot change the other person's behavior you can only control your own. Research posits people waste a lot of time and energy on relationships and trying to change others. To be effective we need a greater awareness of our own behavior and performance expectations. By applying our own controls, we are able to moderate our behavior and performance in any situation so that rather than have an, 'I am who I am, take me or leave me' attitude, we have a 'we are a team and we will make it work' attitude.

With this in mind, participants begin the day by completing a student self-assessment to uncover competencies in listening, customer outreach and resolving complaints. Based on the outcome of this tool, participants will understand their strengths and also their greatest opportunities to work on.

Finally, as Jeff Bezos, founder and CEO of online bookseller Amazon.com says, "*A brand is what people say about you when you are not in the room.*" Day three ensures that every participant creates a personal brand that ensures a superior customer experience for themselves and their customers!

Pre-Course Activity

To gain the maximum benefit from the course, participants complete a pre-course questionnaire which asks them to consider current expectations. This helps set the context and expectations of the course and ensures that all activities and experiential learning is relevant to their job.

Objectives

By the end of this course learners will be able to:

- Understand why a customer may have a negative perspective
- Identify ten keys to defuse upset customers
- Discuss the art of service recovery
- Clarify and define job duties, expectations, priorities and goals
- Experience how to receive and give feedback
- Learn how to respond appropriately when under pressure and controlling emotions
- Improve coping skills by utilizing stress releasing techniques
- Create personal satisfaction and success
- Create a personal brand that ensures a superior customer experience.

The Content

1. Effective Listening Skills

- Listen to understand versus respond
- Define empathy
- Active and reflective listening techniques
- How to support customers with questions
- Create habits of effective listening
- Barriers to empathetic listening

2. Effective Listening Skills – Handling Complaints

- Your customers perspective
- How to take the customer from satisfied to loyal
- The value of a complaining customer
- Nine steps to handling difficult customers

3. Effective Listening Skills – The Art of Service Recovery

- Learn skills to bounce back from criticism
- Build and maintain customer trust confidence and loyalty
- Deliver a first class customer experience within a range of different situations.
- Requirements and processes for moving someone from an entrenched position
- Using and controlling emotions through words, sounds and presence to create impact
- Handling difficult situations and delivering difficult messages

4. Effective Listening Skills – The Art of Service Recovery

- Performance Expectations
- Delineate
- Exploring how you are perceived by others (personal assessment/feedback)

5. How to Make a Difference

- Making a promise (using the network of participants to support you implementing your plan)
- Create your personal brand

Materials

Participants will take away a practical tip-sheet to reinforce ongoing key skills and techniques.

Upon Completion

A post training evaluation and course questionnaire will be administered. Within three business days a certificate of completion will be emailed to POC or participant.