

## Customer Service Skills

**Length:** 2 Days

**Summary:** This two-day interactive customer service training course will motivate participants to becoming more customer focused and more passionate about delivering outstanding service by understanding the logical and emotional motivations of a customer.

Participants will learn how to become more flexible communicators who are able to engage better with customers, portray energy, more professionalism, commitment, and ownership in each customer interaction. This two-day program will energize your staff to deliver world class service that leaves customers with a lasting positive impression.

**Course objectives:** *By the end of this training course participants will be able to:*

- Discover the attitude, skills and knowledge needed to have successful customer service skills.
- Realign your thinking about customer complaints and understand the opportunities in each challenging customer situation.
- Understand what true customer loyalty is and the importance of their role to ensure a positive customer experience.
- Understand the value of exceeding customer expectations in each customer interaction.

---

## COURSE CONTENT

### WHAT DO CUSTOMERS WANT?

- What customers want?
- Logic vs. Emotion
- Winning customers hearts
- Engage the customer

### LOYALTY

- Defining a lifetime customer
- Drivers of customer loyalty
- Keeping customers loyal
- Be a "People Person"
- Relate to the Customer

### CUSTOMER SERVICE TECHNIQUES

- Diffusing techniques
- Be more professional
- Empowering customers

### MEASURING CUSTOMER SATISFACTION

- Importance of customer feedback
- Become a role model

### HAVING THE RIGHT SKILLS & ATTITUDE

- Attitude, Skills and Knowledge
- Having the right service mentality
- Rapport = Results
- Strategies for building rapport
- Address a Customer's Emotional State
- Address Your Own Emotional State

### VALUE OF A COMPLAINT

- Ground rules for receiving a complaint
- Avoiding customers hot buttons and forbidden language
- Assess Customer Issues
- Determine the Customer's Need
- Develop Solutions