

## Customer Service at its Best

**Length:** 1 Day

**Summary:** Whether your customer is across the country or across the hall, understanding and meeting their needs is the first and last step to success. External customers drive sales and growth. Internal customers are the key to efficiency and profitability. We can all contribute to the success of our organization by winning over customers with superior products and delivering outstanding customer service. This course will prepare you to do just that.

### COURSE CONTENT

#### 1: MANAGING THE CUSTOMER'S INITIAL CONTACT

- Address a Customer's Emotional State
- Address Your Own Emotional State

#### 2: CUSTOMER SERVICE IS A TOP DOWN INSIDE OUT PROCESS

- Be a "People Person"
- Relate to the Customer

#### 3: THE POWER TO CHOOSE YOUR RESPONSE

- Assess Customer Issues
- Listen for possibility
- Level of engagement for total comprehension
- Develop Solutions
- Negotiate to Reach a Solution

#### 4: MEETING CUSTOMER EXPECTATIONS

- Steps to delivering world-class customer service
- Customer's service perceptions affect their emotions
- Personalities also affect customer reactions

#### 5: ASSERTIVE CUSTOMER SERVICE & COMMUNICATION TECHNIQUES

- Customer personality strengths & weaknesses
- Service personality strengths & weaknesses
- Assertive communication methods to end arguments
- Styles of interpersonal communication:
  - Aggressive
  - Passive
  - Assertive

#### 6: HANDLING THE ANGRY AND DIFFICULT CUSTOMERS

- Defusing Emotional Manipulators
- Handling loud & abrasive customers

#### 7: DEFUSING EMOTIONAL SITUATIONS

- Process to defuse emotions
- The keys to exceeding customer expectations
- Fixing things when they go wrong
- Keep service breakdowns from becoming emotional

#### 8: IMPROVED INTERPERSONAL SKILLS

- Improve your listening skills
- Handling angry customers on the telephone
- Helping the customer when they are in the wrong
- Stay calm and in control of your emotions