

Delivering Superior Customer Service - 1 Day

How to Surpass Customer Expectations

CEUs - 0.70

Course Description: This one-day course is designed to teach the skills needed to impact customers with higher quality service. This course will focus on the behavioral side of customer service. Participants will learn how to handle agitated customers in a quality manner and reduce potential problems. Participants will learn techniques that communicate a caring attitude, as well as change the customer's perception of the service being received.

Course Objectives:

Objective 1: Define customer service

- Review current hindrances facing organizations
- Analyze why every company should be concerned about customer service
- Compare customer expectations to customer deliverables
- Evaluate customer expectations

Objective 2: Evaluate how to communicate with customers

- Identify how to build credibility with customers
- Assess how to bond with customers
- Identify ways of persuading customers to provide more information
- Choose distinct connections every customer must receive
- Rate human factors which mislead communication
- Recognize unspoken signals which distort communication
- Explain how to put active listening to work
- Examine top customer complaints
- Apply ways for handling problem customers
- Review methods for calming down irate customers
- Discuss feedback systems that work
- Evaluate warning signals that customer service is dying