



Outstanding Customer Service creates customers that marketing companies call 'Raving Fans'. 'Raving Fans' are next year's revenue... they talk up a company and its products at every possible opportunity, like an unpaid marketing machine in every office corridor. Who doesn't want that?

Let's get right to the point. Apart from your product itself, customer service is the single most important factor in determining the future success or failure of your business. No matter what your company does, you are in the business of providing customer service.

When we look at companies that are not doing well or have closed down, one of the common factors is a **failure to deliver superior customer service**. Likewise, when we look at today's successful companies, we find that they all understand and deliver what their customers want and are believers in the value of customer service training for management and front-line employees.

This one day workshop will be the catalyst for your customer facing employees to fully appreciate the importance of creating customers that are "Raving Fans". It will equip them with the tools and mind-set to embark on the road to differentiation... through outstanding Customer Service.

### Learning Outcomes

- Understand the importance of Customer Service excellence
- Recognise the range of Customers you serve – and how to meet their unique needs
- Understand how to handle difficult or emotionally charged conversations
- Learn how to identify opportunities to create customer delight
- Apply a range of approaches to various customer complaints and challenges
- Be confident in opening, conducting and closing a critical customer 'touch-point'

### Contents

- What IS Customer Service
  - The 5 Levels of Customer Service
- Who are your Customers
  - What Do They Really Want?
- Understanding 'Touch-points'
  - Turning Complaints into opportunities
- The LEADER approach
  - A process to manage the toughest customer situations
  - Dealing with emotion and difficult people
- Changing your culture
  - Creating innovation in customer service
- Ways to find WOW moments

**Duration: 1 day**

