

Information Release Sheet

Exceeding your customers' expectations

Background:

There has been a great emphasis on customer service in organizations, but the training focus until now has been on the front-line customer service providers.

However it is critical that high levels of customer service are offered throughout an organization regardless of whether the customer is internal or external, as:

1. The level of customer service internally will directly impact the level offered externally
2. Organizational efficiency can only be truly improved within an organization by ensuring a strong customer focus

This course develops new and practical skills for anyone in an organization for whom providing high levels of both internal or external customer service has been identified as a priority.

Though the content of the course is applicable to everyone it would most benefit those who have not previously undertaken much formal customer service training.

The customer service model presented in the course is totally compatible with other customer service programs and provides a solid introduction or foundation for further customer service training.

Key points:

- focuses on the relationship you have with your customer,
Customer Service = Product + Relationship
- emphasizes that everyone we deal with, both within and outside our organization, is a customer
- designed for everyone in an organization where customer service is becoming increasingly recognized as important
- not intended for front line customer service employees. However even for them it may be useful as a introduction or refresher, but they should already be familiar with the course content
- emphasizes the importance of trust in establishing a relationship with your customer
- provides a customer service model based on identifying needs, feelings, and behavior to meet a customer's needs

- throughout the course simulations and interactions enable the learner to develop and practice their customer service skills

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Modules and Topics:

1. Are you being served?

- What is customer service?
- Making the difference
- Who is your customer?
- Focusing on the customer

2. Needs

- Focus on needs
- The vital three
- Identifying needs
- Be prepared!

3. Feelings

- Making it positive
- Reacting to negative feelings

4. Behavior

- Positive actions for success
- Establishing trust

5. Putting it all together

- The first steps
- Approaches

Competency Statements

- Identifying the three factors that are needed to make a positive customer relationship
- Identifying the three needs that customers have
- Describing each of these three needs
- Dealing with your own negative feelings
- Dealing with your customers' negative feelings
- Building trust in customer relationships
- Identifying your customers' primary needs

