

Syllabus

COURSE SPECIFICATIONS

DURATION

Training is given in 2 days (12 hours)

(The content and the duration of this session can be adapted for a personalized on-site training.)

TARGET AUDIENCE

Team leaders,
Department Supervisors,
Customer Service Managers.

DELIVERY METHOD :

Instructor-led, group-paced, classroom-delivery learning model with structured, hands-on activities

Follow-up available (Optional)

CERTIFICATION

Training Certificate

ACCREDITED BY EMPLOI-QUÉBEC

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Corporate Training

"Customer service" Series

Building Strong Customer Relationships

DESCRIPTION

Building Strong Customer Relationships is designed for people who manage and supervise frontline and service staff who work directly with customers.

Participants attending this training will know their customer as they conduct customer audits and listen to customer feedback. There are techniques for developing a customer focus and gaining the commitment of all employees to excellent customer service. Applying the methods and approach in this course will help create a company-wide customer friendly culture.

OBJECTIVES

Allowing the participant to:

- To know their customers by conducting evaluations, and by analyzing and communicating results
- To develop a customer focus by providing an extraordinary service and creating a customer friendly workplace
- To implement a customer service program by establishing a strategy and rewarding excellence
- To maintain a customer friendly culture by responding to problems and keep service alive

COURSE CONTENT

Know your customer

- How to conduct internal and external evaluations
- How to listen to feedback
- Different data collection methods
- How to assess needed changes

Develop a customer focus

- How to commit your organization to customer service
- How to identify opportunities to be extraordinary
- How to establish a customer service vision

Implement a customer service program

- How to develop effective standards
- Tips to teach employees how to master customer service
- Guidance to help you develop a formal rewards program

Maintain a customer friendly culture

- How to respond to customer service problems
- How to emphasize problem solving in your organization
- How to handle difficult people

Elaborate personal action plan