

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

All frontline associates and service staff in back-up and support roles with previous customer service experience

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

Quality & Excellence in Customer Service: Attitude and Techniques

DESCRIPTION

Quality & Excellence in Customer Service: Attitude and Techniques focuses mainly on expanding the usual definition of the "customer" and getting more out of interactions with customers by helping the frontline associates and service staff in back-up and support roles understand the value of a positive interaction and to present techniques and methods that will improve the service offer.

OBJECTIVES

Allowing the participant to:

- To raise awareness and understanding of the importance of customer service quality.
- To apply the key principles and rules in providing quality customer service.
- To define and acknowledge the customers needs and expectations.
- To apply techniques related to relationship efficiency in order to improve customer service quality.

COURSE CONTENT

Defining Customer Service

- A definition of Service
- Quality Service Steps
- A stable service
- The advantages
- The weakest link
- Why worry about complaining customers
- Why improve quality service
- Service and quality principles

The 7 rules of quality service

- Getting to know your customers
- Getting to know your customers' expectations
- Helping your customer
- Informing your customer
- Making quality and service your top priorities
- Turning complaints into satisfaction

Strategies when facing an unsatisfied customer

- Communication
- Dealing with unsatisfied customers
- Methods for approaching difficult customers
- Crisis model
- Defusing techniques

Techniques and benefits

- Listening
- Mirroring feelings
- Rephrasing
- Positive reinforcement
- Empathic silence
- Room to reply
- Echoing
- Signifying interest
- Open-ended questions
- Why?

Elaborate personal action plan