

## Customer Service: Exceeding Customer Expectations

### *Focus:*

This program focuses on developing customer service skill for individuals who deal with both internal and external customers. Key elements are a comprehensive self-assessment, case studies, guided discussion, foundational customer service concepts, and hands-on activities. A primary goal is to equip participants with capabilities to help differentiate your organization – so it's thought of in a special way by your customers.

### *Audience:*

The audience for this course is individual contributors who deal with customers (internal or external) and want to optimize their professional capabilities.

### *Session Objectives:*

After completing this session, participants will be able to:

- Identify characteristics that distinguish great customer service organizations from mediocre ones.
- Use four critical customer service skills to earn customer respect and loyalty.
- Deal effectively with upset customers.

### *Session Length: 8 hours*

### *Session Topics:*

- Critical Customer Service Skills
  - Talking To Customers
    - Vocal qualities – projection, pitch, and pace
    - Professional vernacular – greetings, slang, positive attitude
  - Listening To Customers
    - Posing questions – background and probing
    - Reflecting – paraphrasing and summarizing
    - Waiting – knowing when “less is more” and how to resist the urge to over-participate during discussion
  - Problem-solving Steps
    - Empathize with customer
    - Identify problem
    - Offer options
    - Summarize actions to be taken
    - Follow-up
  - Telephone Etiquette – The Dos and Don'ts
    - The Dos – take caller's name and number in case of disconnection; sound happy to be receiving this call from this particular customer; give caller your full attention; etc.
    - The Don'ts – speak too quickly; bring your bad mood or problems to work; let the phone ring too long; etc.
  - E-mail Etiquette – Spell check; avoid using capitals and bold text; be concise; close professionally; etc.
- Handling Difficult Customers – Let them vent; acknowledge feelings; listen, empathize, ask questions; offer options; keep promises; know when to involve others
- Crafting Effective Feedback for Internal Customers and Team Members – Using the “SBI” method: Reflect on the Situation; identify the objective Behavior; convey the behaviors Impact