



People Performance Consulting

# Customer Care Excellence Programme

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If your business success depends on bringing out the best in people, then you need to put the best into your people.





**Contents:**

**Course Title**

**Course Duration**

1 .....	Customer Service Excellence .....	1 Day
2 .....	Effective Customer Care .....	1 Day
3 .....	Complaint Handling .....	1 Day
4 .....	Customer Care on the Telephone .....	1 Day
5 .....	The Good, The Bad and the Ugly – Customer Service .....	1 Day
6 .....	Listening Skills .....	Half Day





## Customer Service Excellence 1 Day Course

### Intended for:

- Anyone who engages with customers, whether internal or external.
- Particularly effective for participants that want to exceed customer expectations and eliminate customer complaints.
- Participants that want to follow through the customer journey within their organisation and focus on tangible actions that work.

### Course Overview:

The main aim of this course is to provide lots of ideas and actions based on their own job role that they can take back to their workplace and implement immediately. The course is incredibly action based and participants are challenged to return to the workplace with a set of clear, self-developed guidelines that will improve standards from day one.

### Objectives

By the end of this session the participants will be able to:

- Clearly identify the do's and don'ts of customer service and measure them-self against them
- Describe the important part of that being customer-focussed plays in ensuring the success of their organisation.
- Build their customer service brand, fill gaps in service and develop methods of creating a great customer experience.
- Follow clear techniques to help manage difficult customer issues effectively and even clearer techniques for avoiding them in the first place.

### Course Covers

#### **Reverse brainstorm icebreaker**

focuses on the customer's experience of customer service in a light-hearted way that warms them to the topic and identifies initial gripes that can be easily addressed.

**The customer service journey** deals with the customer's journey within each participants organisation and identifying touch points where service can be improved, altered or adapted. The key challenge here being, 'how are you going to do that?'

**Measuring customer service** using a clear development tool to measure current standards of customer service and identifying areas for improvement. This tool is also provided in a format that can be taken back to the workplace for further customer service measuring and improvements.

#### **My customer service brand**

establishes what level of service each individual would like to offer and what they would like customers to say about them followed by actions to make this happen.

#### **Managing Customer Expectations**

by understanding customer service expectation levels and focusing on the live key areas of customer service; reliability, assurance, tangibles, empathy and response.

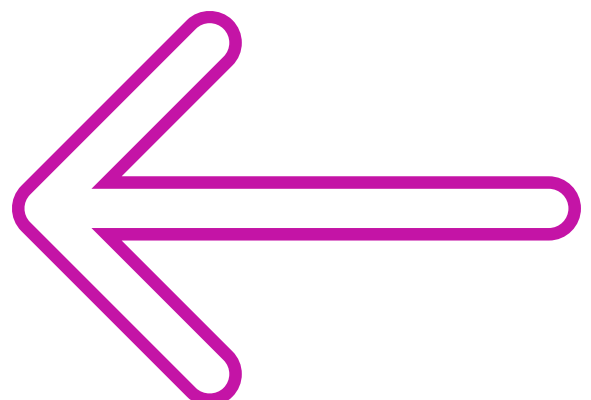
#### **Customer Complaints**

and establishing why they occur, what can be done about them and how we can stop them from happening in the first place. Supported with a clear process for dealing with customer complaints.

**Gremlin in the works** is a fun activity that brings together the key learning points and challenges participants to identify and resolve issues in a customer process simulation. These can then be applied to the individuals work processes and use to create actions.

**Excellent actions** is a collection of the key things that customers consider to be important in customer service and how participants can apply them to their own behaviours and take the actions back to their workplace. This activity leaves participants with ideas buzzing around their head as the session closes out.

**Difficult Customers** and looking at why customers can seem difficult, what can be done it and the behaviours we should display when dealing with difficult customers.





## Effective Customer Care

## 1 Day Course

### Intended for:

- Anyone who deals with customers - either face to face or on the phone. This course will help develop the customer care skills of your people.

### Course Overview:

Effective customer care is critical to the success of any business. Without positive relationships with our customers no business can survive. Customer care has changed immensely over the years, our customers have become less tolerant and more demanding. This course will get delegates to examine their own thought and beliefs and set them on a journey to discover the realities of that thing called Customer care. It explores the relationship delegates currently have with their customers and it builds on this. The aim is to create a stable and rewarding experience that makes customers want to return time and time again.

### Objectives

By the end of this session the participants will be able to:

- Be able to explain the importance of customer care for both them and the customer.
- Have considered how they are perceived by their customers and have a plan of action to improve this.
- Be able to explain the difference between transactional and relational customers and how to meet the needs of each.
- Have identified the 'little things' that affect a customers perception of them and have actions to overcome them.
- Be able to spot the GAP's in their service and change them.
- Have a written set of values that everyone will follow.

### Course Covers

**The importance of customer care** examines why customer care is important for businesses and the effects of poor customer care.

**What's in it for me?** Looks at why customer care should be important for the individual and what poor customer care makes them feel like.

**Customer Perception** - how do customers perceive the 'brand' of the business?

**Your customer brand** explores the participants own 'customer brand' and the fact that 'people buy people'. How they are currently perceived by customers and what can they do to change this?

**Transactional vs relational** What type of service a customer expects from us and how to change from transactional to relational service.

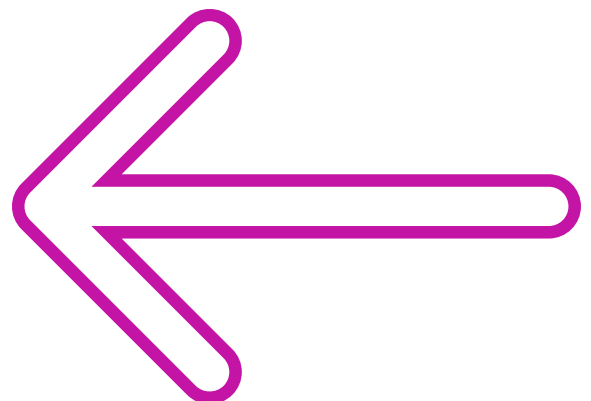
**Little things make a big difference** helps participants to realise that the smallest thing can affect a customer experience. Identifying what 'little things' irritate them as customers and changing these behaviours.

**Spotting the GAPs** and what participants can do to improve their current levels of service how to keep this consistent.

**A mind map of effective customer care** Consolidating their learning in a fun way.

**Developing your customer values** are the values participants should live by in the customer environment. Participants come up with their own values and commit to them.

**What's in it for me?** A review of the earlier session with a positive slant. Ending the session on a high.





## Complaint Handling

### Intended for:

All front line staff dealing with customers.

### Course Overview:

Complaints are a common factor for all businesses. Customers will always demand good value and equally effective service. Complaints can make or break an organisation, particularly now that the internet provides such an easy forum for customers to air their grievances. We need to ensure that our people are skilled in handling complaints. Not only will this help to solve the problem as they arise, but will also help to improve our business as a whole.

## 1 Day Course

### Course Covers

**Why are complaints good for business?** In this activity participants consider why complaints are good for business and why unhappy customers should not be discouraged from complaining.

**Turning complaints around;** here participants are introduced to a complaints handling approach called AURA. They then work through a case study to help them apply AURA practically.

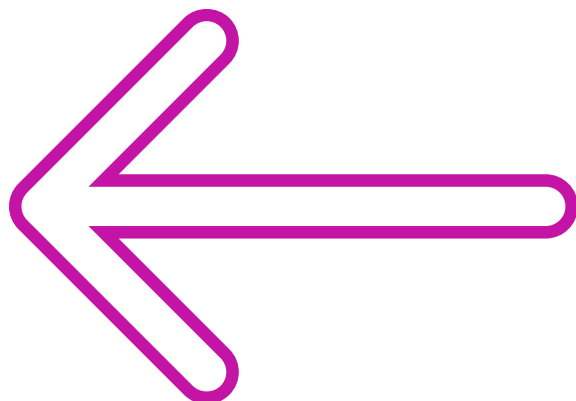
**Hostility;** is inevitable that some complaints will be hostile and this session provides participants with some tips to make them handle hostility.

**Personal abuse** can spill over into personal abuse. Participants learn how to handle this professionally by listening to a situation and discussing how they would handle it.

## Objectives

By the end of this session the participants will be able to:

- Explain why good complaint is important to the business.
- Handle complaints effectively and consistently using the AURA approach.
- Handle hostile complaints calmly and professionally.





## Customer care on the phone 1 Day Course

### Intended for:

Anyone that deals with customers on the phone. It is particularly effective for workers in a call centre environment. However, the training course has many applications and can be used to develop all sorts of customer service issues.

### Course Overview:

Customer service is one of the most important aspects of any business. It's not just a question of reacting to your customers' needs - it's also about defining what they really want, even when they are unsure themselves.

This session will help your delegates react better to customer needs and deal with situations when they become difficult.

### Course Covers

**Customer service in business** looks at the benefits of being customer-centred. Focusing on how we perceive customers now in order to understand the importance of customers for the business.

**Understanding customer needs** is a very personal thing and our opinions about the service we receive are individual to us. To be in with any chance of succeeding, we at least need to know what our customers expect from us.

**How we view things** and understanding that everyone's reality is different. Responding to the needs of our customers without letting our own emotions cloud our judgement.

**Being assertive** and focusing on how assertive we are and recognising that being assertive is the key to dealing with customer situations. The steps to assertiveness:

**Rapport:** Identifying how to build and maintain it.

**Active listening:** What are the barriers? How do you overcome them? Testing our ability with a fun exercise.

**Effective questioning:** Moving away from open / closed and looking at four key questioning methods

**Voice and language:** Looking at ways to improve our tone of voice over the phone.

**Words and recognition:** Identifying 'negative' statements we use and hear day-to-day and re-framing them.

**Different types of customer:** A chance to look within ourselves and examine our behaviour with customers and adapt it to improve communications.

**Meeting customer needs:** Using the three steps to recommendation.

**Not another complaint:** Examining the reasoning behind complaints through discussion activities.

**A pig of a complaint:** A fun exercise with an important message. This part of the session is summarised with a specific process for dealing with complaints.

## Objectives

By the end of this session the participants will be able to:

- Explain the importance of being customer-centred.
- Explain the needs of their customers and how to meet them.
- Define the needs of their customers perceptions and how that affects their relationship.
- Follow the five step to assertiveness over the phone.
- Build rapport with their customers and maintain it.
- Demonstrate active listening with their customers.
- Use four types of questioning to determine customer needs.
- Re-frame negative statements into positives.
- Analyse and adapt their behaviour when dealing with customers.
- Follow three steps to meet their customers needs.
- Explain why complaints occur and identify methods of dealing with them.
- Improve their telephone tone.





## The Good, The Bad & The Ugly - Customer Service

### 1 Day Course

#### Intended for:

This customer service course works equally for front line staff or for managers looking to improve the systems and processes that deliver their products to the end customer.

#### Course Overview:

With many products, services and prices being very similar the only way to set ourselves apart may be with the service we offer. If this is true, we need to make sure that we are setting ourselves apart in the right way and building a reputation that will keep customers time and time again.

#### Course Covers

##### **Why bother with customer service?**

Participants discuss this question and consider the benefits of good customer service to the organisation and its employees.

##### **Good, bad and ugly customer service**

here participants are encouraged to consider their own experiences as customers to help them understand customer expectations.

**Sandwiches;** Participants analyse a case study and are encouraged to consider the consequences of having unhappy customers that do not complain.

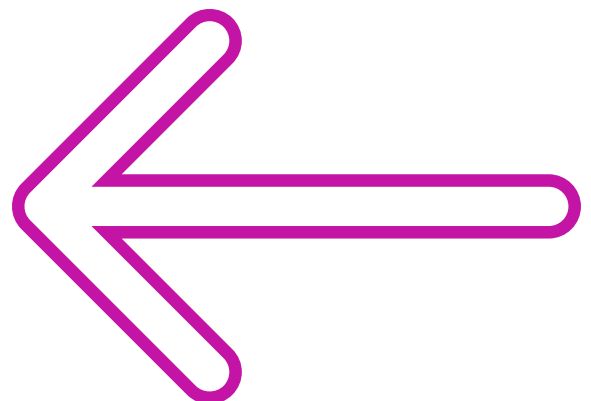
**Living the values;** There are two options for this session depending on whether your organisation already has published customer service values.

**Mind the gap;** Whichever route you took in the last session the programme concludes by asking participants to consider how they are matching up to their own customer service values and by facilitating a discussion on how they can close and gaps that exist.

## Objectives

By the end of this session the participants will be able to:

- Draw on their own experiences and identify key customer expectations.
- Link customer expectations with the customer service values of your organisation.
- Identify actions they can take individually to ensure the service they provide to customers is even better than it already is.
- Identify possible actions the organisation can take to ensure that customer service is even better than it already is.





## Listening Skills

### Intended for:

All staff - front line, back office, management and administration.

### Course Overview:

The ability to communicate effectively is essential in business. However, our ability to communicate well is seriously undermined if this is not underpinned by good listening skills.

The ability to listen effectively is so important that it is worthy of a training session in its own right.

This half day course can be used as a stand alone programme or can be used within a wider programme where listening skills are important. It provides participants with basic but effective techniques to ensure that they listen effectively on a consistent basis.

## Half Day Course

### Course Covers

#### **Why are listening skills important?**

Participants discuss why good listening skills are so important.

**Hearing and listening;** We consider the difference between hearing and listening.

**Sweet, tasty orange;** Participants take part in a lively activity to help demonstrate some of the key reasons why we can fail to listen effectively.

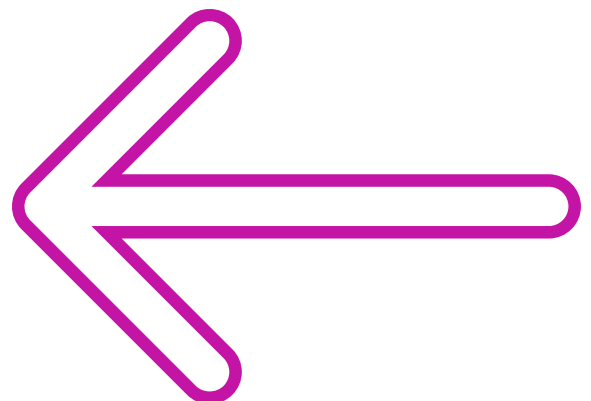
**Types of information;** This builds on the simple listening technique by considering the three types of information we will hear if we listen effectively.

**Listening activity;** Participants pair up and are given the opportunity to practice the simple listening technique and receive and provide feedback to each other.

## Objectives

By the end of this session the participants will be able to:

- Explain why listening skills are important.
- Identify key reasons why we can fail to listen effectively.
- Adopt simple techniques they can always use to ensure that they listen.







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