

DYNAMIC CUSTOMER SERVICE

Workshop

Workshop Aim

To equip participants with the necessary competence and "mindset" to consistently meet and, at every possible opportunity, exceed their customers' expectations.

Workshop Duration

One day (9am to 4.30pm)

Target Audience

All Retail and Service Industry staff and supervisors/managers

WORKSHOP CONTENTS

Module 1: Service Excellence

- Service Excellence Defined
- Customer Expectations
- The Customer's Perception is Reality
- How to Impress and even Amaze Customers
- The Ten Customer Truths
- Customer Satisfaction Statistics
- The Dollar Value of Customers

Module 2: The Cycle of Service (plus Video)

- Quality of Service
- Moments of Truth
- The Cycle of Service
- Designing your own Cycle of Service (plus Criteria and Actions)

Module 3: The Customer Driven Person (plus Video)

- Qualities of a Customer Service Professional
- Acquiring and Developing PMA (Positive Mental Attitude)
- Self-test

Module 4: Service Communication

A. FACE-TO-FACE COMMUNICATION

1. *Acknowledging and Greeting the Customer*
2. *Making the Customer feel Important*
3. *Responding with Empathy*
4. *Listening Actively*
5. *Using Positive Body Language*
6. *Clarifying the Customer's Needs*
7. *Communicating Positively*
8. *Serving and Problem-Solving*

B TELEPHONIC COMMUNICATION

1. *Telephone Communication Pitfalls*
2. *Handling Incoming Calls*
3. *Handling Incoming Calls when busy serving Customers*
4. *The Five Elements of a Great Telephone Voice*

Module 5: Handling Customer Complaints (plus Video)

- Customer Behaviour Classified: *Praisers, Patrons, Talkers, Walkers*
- Common Customer Complaints
- How customer complaints can be used as opportunities to show off your extraordinary customer service to impress them and so gain or retain their loyalty
- How to win over irate customers and turn them into satisfied buyers
- Handling Customer Complaints – 5 Critical Steps

Appendices: Consumer Legislation

- The Consumer Guarantees Act (1994)
- The Fair Trading Act (1986)
- Sale Of Liquor Amendment Act (1999)

On-the-Job Implementation and Follow-up Activities

PARTICIPANT FEES:

Public Workshops: Not available as a public workshop

In-House Workshops: \$225-00 + GST (minimum 6 delegates per workshop)

SMALL-GROUP IN-HOUSE WORKSHOPS:

- 5 Delegates: \$255-00 + GST pp
- 4 Delegates: \$335-00 + GST pp
- 3 Delegates: \$395-00 + GST pp
- 2 Delegates: \$495-00 + GST pp

All in-house workshops are tailored to suit a client's specific needs – free of charge.
