

CUSTOMER SERVICE EXCELLENCE

If you want to **increase customer retention and profitability**, or possibly reverse a trend in declining sales, this course provides a proven **return on investment**. (See testimonials)

The course will be **tailored** to suit your business drivers and objectives and will require some pre-design consultation (**free of charge**). MB Consulting Ltd will work closely with you to understand your business, your clients and any relevant technical language so that case studies and anecdotes are relevant and topical. This will ensure maximum understanding and buy-in for all attendees.

Who should attend?

The content is relevant at all levels, and particularly customer facing staff. For maximum effectiveness we strongly recommend that it follows the **Profitable Leadership Programme**.

Typical Objectives;

By the end of the course delegates will be able to;

- Fully understand their role as an ambassador of the company
- Recognise the range and priority of customers' needs
- Understand the benefits of dealing effectively with 'difficult'/irate customers
- Understand the critical importance of inter-departmental team work
- Handle problems competently and confidently
- Communicate with people at all levels assertively and with confidence

Typical Content;

- What is a customer? Explore the true importance of the person who is your 'raison d'être'
- Linking Service Excellence to the company Vision/Mission/Values statements as appropriate
- Why do customers stop buying? Developing an awareness of how others see you and understanding why it matters to you - before during **and** after the sale or contractual period
- How to develop a positive attitude - the starting point of **all** success. The customer wants to know what you **can** and **will** do, not what you **can't** or **won't** do. Don't pass the buck - customer satisfaction is **everyone's** responsibility
- Good is not good enough! Competitors could be better, so you must aim to be the best
- Continuous improvement - why and how
- Dealing with 'difficult' people and handling complaints - these people can become your most loyal customers and best advertisers - they must never be ignored!
- Questioning techniques to establish needs and identify problems
- Basic assertiveness techniques to prevent you losing your cool and self respect as well as that of your customers. Includes basic negotiating to reach a workable compromise in difficult situations
- Correct use of the telephone to maximise customer interest and retention - tips and techniques in mastering the 'verbal handshake'

Style;

The course is highly practical and interactive. Delegates will be encouraged to discuss '**moments of truth**' and the consequences of all customer interactions and take part in a variety of **customised role plays** to maximise the course effectiveness and make it relevant to the business

Duration;

1 day