

Outstanding Customer Service

Practical Workplace Training Module

Improve customer loyalty & create the WOW factor



Program Overview

Introduction

Never before have businesses been so exposed to public review. Social media apps have empowered customers to provide immediate feedback and ratings on your products, services and performance as an organisation. This technology dramatically increases the need for staff to be well trained in managing customer encounters. You can have the best products and services in the world, but if your team ignores customers, fails to listen properly or treats people indifferently or, even worse, treats them rudely, all the good work is immediately undone.

Customer Service today requires teams that put their customers first, look for opportunities to impress customers, and handle difficult situations competently, especially when things go wrong. Outstanding customer service is now a basic expectation of customers, yet so many businesses fail to invest in developing their team's service skills. For those that do, taking this step is a key differentiator in the race to win and retain customer loyalty.

With many years of practical experience in customer service, we know the 'moments of truth' that affect customer perceptions and the skills that are required to deliver a level of customer service that secures repeat business.

This program is designed to impart a lasting impression amongst the participants and provide practical skills that will improve the performance of your customer service team

Learning Objectives

At the conclusion of this workshop, participants are expected to:

- Understand what creates customer loyalty and the influence they each have in generating that loyalty
- Understand how providing great customer service benefits them as well as customer and the organisation they work for
- Take ownership of customer outcomes, including managing difficult situations
- Have improved listening and communication skills
- Work as a team to identify and investigate the key interactions (moments of truth) that their customers experience as they engage with your organisation and work together to ensure that those interactions are consistently positive
- How to design effective processes that create maximum value for stakeholders

Who Should Attend & Workshop Format

This program has been specifically designed for customer service professionals and is for you if:

- You lead a team of people or are part of a team of people who have routine interactions with your organisation's customers and key stakeholders.

Duration

- Available in one-day or half-day formats.

Pre-requisites

- None.

Venue & Ideal Cohort Size

- For between 12 and 20 participants. Delivered on-site at your premises or at a premises arranged by you.

What is provided

- Full colour participant workbooks and exercise sheets.

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Training Agenda and Structure

Module 1: Why Customer Service is Important

Overview

The workshop takes participants on a learning journey, beginning with outlining why customer service is so important, not just for the business, but to them individually and as a team. We present the four key customer influencers, Price, Product Features, Personal Interactions and Procedural Performance and analyse where the participants have the most influence.

There are several exercises in this section that engage participants and personalise customer service, helping each participant to view their organisation from their customer's perspective.

Agenda

- The changing face of customer service
- Key customer experience drivers
- The reasons customers Leave
- Customer service & employees; What's in it for the team?
- Why personal interactions and procedural performance matter

Module 2: Creating the Wow Factor

Overview

The second module defines the minimum requirements to create loyal customers and takes this further to see how you can create advocates who actively market your business for you!

We also workshop how the participants can improve each customer contact point ('moments of truth') in ways that make their organisation stand out above the rest.

The participants work together to create a customer service plan for their organisation based on their unique set of client and stakeholder interactions.

Agenda

- The reasons customer stay; What drives customer loyalty
- Creating advocates; the best form of marketing
- The customer service moments of truth
- Creating a customer service plan

Module 3: Communication Essentials

Overview

Communication is an essential element of customer service. The second module of the workshop breaks down communication and human interaction into fundamental concepts that help participants perform well with ease in their day-to-day engagements with customers and key stakeholders.

We also delve into some of the more challenging aspects of communication, and some of the common communication pitfalls to avoid, including how to manage angry or frustrated customers.

Agenda

- Phone Etiquette
- Email Etiquette
- Managing Complaints
- Managing an Angry Customer

Kallista Consulting



Kallista Consulting was founded in 2006 with a vision to help organisations achieve their goals by improving their leadership capability, team culture and process performance. We do this through developing and facilitating practical training and business transformation programs that provide a measurable return on investment. Our programs are designed by experienced professionals who have strong leadership and operational experience, are excellent communicators capable of building strong relationships at all levels and who can translate their knowledge into easy-to-understand frameworks and tools.

Now, more than 17 years later, we boast an enviable client base, and our business advisory team includes some of the most experienced productivity and leadership experts in Australia, with experience across many sectors, both public and private. Our outstanding track record of delivering a strong return on investment for our clients speaks for itself, and we have many ongoing clients with whom we work very closely with engagements running over several years.

Our key areas of expertise are:

- **Leadership Development (from frontline to executive level)**
 - Leadership Fundamentals Training
 - Leadership Development Programs consisting of training and practical activities to develop and adapt the skills to the workplace
 - Training, coaching and mentoring for business leaders
- **Business Fundamentals Training**
 - Inventory & Warehouse Management
 - Outstanding Customer Service
 - Time Management
- **Process Improvement**
 - Training in all aspects of continuous improvement (lean – six sigma principles) and their practical application, including green and yellow belt certification
 - Business process mapping and performance analysis
 - Business process transformation
- **Project Management Training**
 - Traditional Project Management (PMBOK / Prince 2)
 - Agile Project Management

A few of our client partners



And why they keep coming back



practical & engaging exercises that help translate the learning directly to the real world



Quality materials, printed in colour on heavy paper, that are comprehensive guides in themselves



experienced facilitators with engaging styles, who command credibility with their audiences