



Everyone is a Customer[®]

Jan Carlzon, President of Scandinavian Airlines System, coined the term **Moment of Truth** for each customer contact in person, by phone, email or otherwise. He reached the conclusion that each one provides an opportunity to create a positive or a negative perception of the organisation. Hence his "prescription" that says: *"Manage the dickens out of those unique, never-to-be repeated opportunities to distinguish ourselves in a memorable fashion from each and every one of our competitors."*

The **Everyone is a Customer[®]** program will help your people develop their understanding that customer service is **their** business! Over the course of one day, participants will learn about their own unique behavioural style and why they think and communicate the way they do with their customers. They'll learn that listening and using excellent communication skills to serve their customers is the hallmark of developing a customer-centric, service mindset.

The **Everyone is a Customer[®]** program is highly interactive and throughout the day everyone is encouraged to brainstorm, participate in break-out groups and involve themselves in customer service scenarios, simulations and discussions on the concepts and techniques to deliver outstanding service.

Participants will gain a greater understanding of their role as they are asked to put themselves in their customers place. They will learn that customer service is based on perceptions and how these can differ from customer to customer.

Case studies and scenarios relevant to the organisation will be looked at as a group, as the facilitator offers tips, tools and demonstrates how these can be used to achieve customer-service interactions and outcomes. If keeping customers coming back over and over again is important to you, then your staff could definitely benefit from this training program.

- ✓ Learn how to deliver service that gets customers raving.
- ✓ Discover what customers really want when asking for service.
- ✓ Understand the different levels of expectation and how to deliver them.
- ✓ How to create a customer service culture within the team.

What's Included

In addition to the high quality training program, participants receive a range of bonus materials to compliment and enhance their learning experience.



TRAINING MANUAL

Participants receive a detailed training and reference manual with this seminar. The manual includes lessons, case studies, and diagrams.



WHITE PAPERS

Access is provided to a special reference vault with reports and white papers.



MP3 AUDIO

Participants receive MP3 audio files containing strategies, ideas and concepts to boost their skills.



MEMORY CARDS

These reference cards reinforce the skills learnt at the seminar.



EBOOKS

Participants receive a selection business classics in pdf format.



ECOACHING

To enhance their learning experience, participants receive access to 3 months of online eCoaching.



CERTIFICATE

As a record of each attendance, participants will be able to gain a certificate of attendance and participation.



* To request a detailed seminar outline of the topics covered in this seminar, email us at mail@success.net.au or phone us toll free.

Our Short Course Programs Include:

Business Writing Skills

- Business Writing Power©
- The Minute-Taker's Workshop©
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- Negotiation Power©
- Networking for Busy Professionals©
- Communication Strategies Course©
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