



Delivering Exceptional Customer Service[®]

Professional Development Seminar

LEARNING OUTCOMES

- SEEING YOUR ORGANISATION AS YOUR CUSTOMERS SEE YOU (AND DISCOVERING WHAT THEY REALLY WANT FROM YOUR ORGANISATION)
- HOW TO SET EFFECTIVE CUSTOMER SERVICE PERFORMANCE STANDARDS FOR YOUR STAFF
- THE KEYS TO PREVENTING CUSTOMER SERVICE PROBLEMS AND HOW TO RECOVER IF AND WHEN PROBLEMS DO OCCUR
- HOW TO TURN EVERY CUSTOMER CONTACT WHETHER IN PERSON OR ON THE PHONE INTO 'A MOMENT OF TRUTH'
- A "TOOL-BOX" OF BRILLIANT AND PROVEN CUSTOMER SERVICE STRATEGIES

In the world-famous, best-selling book "In Search of Excellence", author and business expert Tom Peters calls the "customer service" difference the competitive edge of any organisation!

While many customer service programs apply only to staff who deal directly with customers, Customer Service Excellence shows you how to get in your organisation committed and focused on delivering first-class customer service and satisfaction.

This powerful one-day program teaches each of your team members the very latest customer service strategies for developing long-term, profitable relationships with both your existing and future customers.

You'll learn how to make satisfying each customer your staff's #1 goal.

And the result?

Customers will enjoy exceptional service and support that makes them want to come back again and again!

This Australian designed, one-day Customer Service Excellence program will deliver the results you need to create a dynamic, successful and truly "customer-service driven" organisation.

- ✓ How to make each customer feel important and appreciated
- ✓ Mastering the art of "active listening"
- ✓ How to say "no" to customers without making them angry or antagonistic
- ✓ New ways to make a powerful first impression in person and on the telephone



SESSION OUTLINE (One-Day Program)

This comprehensive customer service program brings immediate results to the workplace.

Participants will emerge from this one-day program with a new attitude toward their customers and their customer service skills.

- Why your customer is the most important person in your organisation
- Learning how to see your organisation and employees through your customer's eyes
- Implementing a "customer-service first" approach to your work. Keeping your customers for life
- The 7 deadly sins of poor customer service (and how to avoid them all)
- The critical art of listening. Powerful new strategies for clear, positive communication with your customers
- Customer service etiquette (a variety of specific techniques)
- The power of communication
- Understanding body language
- Developing an awareness of personality styles and discovering brilliant new ways of getting on with every type of customer
- Dealing with complaints and angry customers in a professional manner
- How to remain calm and composed after a customer outburst
- Solving problems and fixing errors with no stress and no blame
- Learning to say "no" without feeling bad or causing customer resentment
- Professional customer service telephone techniques
- Dealing with managers and colleagues in a professional manner



EACH PARTICIPANT RECEIVES

Each participant receives a professionally produced, detailed training manual and reference material. In addition, participants receive password to online e-learning and reference material (where they can access audio coaching files, white papers, posters, and other training materials).

ON-LINE COACHING AFTER THE TRAINING

To help participants implement all they have learnt at this powerful seminar, they'll also receive access to complimentary e-Coaching.

This unique coaching program can be undertaken 14 days after the initial training.

At the comfort of their desk and at a time which suits them, participants enjoy this coaching session which reinforces all that has been learnt at this development program.



CERTIFICATE OF ACCOMPLISHMENT

Each participant also receives a customised "Certificate of Accomplishment", to be framed and displayed at their office or home.



CONTACTING US

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