

# PRINCIPLES OF CUSTOMER SERVICE



## Introduction

Today's marketplace has more sophisticated customers, with ever increasing expectations of higher levels of service and attention. They are much more demanding and often more assertive in the way they approach issues that need to be resolved. How are you distinguishing your organisation in a competitive environment?

## Workshop Benefits

In this practical program, you will learn about:

- The key elements of customer care
- How to make the most out of every conversation with a customer
- How to manage customer behaviour
- Your attitude - It can make a world of difference!

## Workshop Content

<b>Key Elements of Customer Care</b> <ul style="list-style-type: none"><li>➤ Moments of truth</li><li>➤ Challenges to providing excellent customer service</li><li>➤ Challenging me</li></ul>	<b>Optimising your conversations</b> <ul style="list-style-type: none"><li>➤ The greeting</li><li>➤ Active listening</li><li>➤ Acknowledging the customer's request</li><li>➤ Positive phrasing</li><li>➤ Questioning techniques</li><li>➤ Proposing the right solution</li></ul>
<b>Managing Customer behaviour</b> <ul style="list-style-type: none"><li>➤ Types of customer behaviour</li><li>➤ The three strike rule</li><li>➤ The communication exercise</li></ul>	<b>The difference is you!</b> <ul style="list-style-type: none"><li>➤ Motivation – Hierarchy of needs</li><li>➤ Learning styles</li></ul>

**Duration of workshop:** 1 day