



**CUSTOMER SERVICE
EFFECTIVENESS**

Customer Service in all its Glory – Emotions, Behaviors and Attitudes



COURSE SPECIFICATIONS



FORMAT

In-house



DURATION

Training is given in a half day (3 hours).

(The content and the duration of this session can be adapted for a personalized on-site training.)



TARGET AUDIENCE

All Frontline and support personnel who work with external and internal clientele.



DELIVERY METHOD

Instructor-led, group-paced, classroom-delivery learning model with structured, hands-on activities. Participants' experiences are used as support to put new notions into action.

Highly personalized and interactive approach, the groups are limited to 15 participants.



LANGUAGE

Available in:

French

English



CERTIFICATION

Training Certificate

Emploi
Québec



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DESCRIPTION

Customer Service in All its Glory: Emotions, Behaviors and Attitudes is a course designed for the personnel in direct contact with the external and internal clientele. This training aims to improve and develop emotion management skills and to define how emotions can be put to the service of customer relation and satisfaction.

OBJECTIVES

ALLOWING THE PARTICIPANT TO:

- Recognize emotions and their impact on customer service.
- Identify and master these emotions.
- Understand the customer and maintain positive relationships.

COURSE CONTENT

INTRODUCTION

THE APPROACH

- Customer Service is an Emotional Business

IDENTIFYING AND MASTERING OUR EMOTIONS

- "Service-centered" Attitude
- Avoiding Taking Complaints Personally
- Being Flexible in our Expectations
- Respecting the Customer and Judging Him Fairly
- Controlling our Temper
- Mastering our Emotions
- Verifying our Stress Level

UNDERSTANDING THE CUSTOMER AND MAINTAINING POSITIVE RELATIONSHIPS

- Listening in Order to Understand, Not to Argue
- Being Empathic
- Establishing a Relationship and Speaking to Reassure

CUSTOMER SERVICE IS AN EMOTIONAL BUSINESS

PERSONAL ACTION PLAN