



CUSTOMER SERVICE  
EFFECTIVENESS

# Effective Leadership in Customer Service



## COURSE SPECIFICATIONS



### FORMAT

- In-house



### DURATION

Training is given in two days (12 hours).

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



### TARGET AUDIENCE

Team leaders, Department Supervisors, Customer Service Managers.



### 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



Tél. : 514-365-8397



Fax. : 514-365-8940



info@solutionsandco.com



www.solutionsandco.com

## DESCRIPTION

**Effective Leadership in Customer Service** is designed for people who manage and supervise frontline and service staff who work directly with customers. Participants attending this training will understand what it takes to keep employees motivated and performing at their best.

## OBJECTIVES

ALLOWING THE PARTICIPANT TO:

- Recognize the importance of a Customer Service approach.
- Familiarize himself with the steps to a customer service initiative.
- Favour the implementation of an attitude which improves customer service.
- Implement a "Five Star" attitude within the team

## COURSE CONTENT

### BUILDING A "SERVICE-CENTERED" ORGANIZATION

- The competition advantage of customer service
- Service quality: the Management's challenge
- Steps to a customer service initiative
  1. Evaluate your SQ (Service Quotient)
  2. Create your customer vision
  3. Measure customer satisfaction
  4. Establish your service strategy
  5. Build an infrastructure supporting your service strategy
  6. Implement your action plan
  7. Evaluate and measure progress made
- The moment of truth
- Mobilization and empowerment
- Resistance to change

### MAINTAINING A "SERVICE-CENTERED" ORGANIZATION

- Customer service and the customer
  - Customer service
  - Steps to quality service
  - The five rules
- Complaints and the unsatisfied customer
  - Why we lose a customer
  - Transforming complaints into satisfaction

### PERSONAL ACTION PLAN