



CUSTOMER SERVICE
EFFECTIVENESS

Conference | Customer Service is Everyone's Business!



COURSE SPECIFICATIONS



FORMAT

- Conference



DURATION

The conference lasts 1.5 hour (90 minutes).



TARGET AUDIENCE

All personnel wishing to focus on customer service.



DELIVERY METHOD

Speaker-led classroom-delivery learning model with pre-determined pace.

A simple, efficient and powerful way to discuss best practices.



LANGUAGE

Available in:

- French
- English

DESCRIPTION

Customer Service is Everyone's Business! allows all members of the organization to rally on a learning process and a common language when it comes to customer service. It offers the best practices to put service-centered principles into action on the job.

OBJECTIVES

ALLOWING THE PARTICIPANT TO:

- Reflect upon a customer service frame of reference and common language.
- Become aware of his individual contribution regardless of his role when it comes to being of service to customers.

COURSE CONTENT

FUNDAMENTAL PRINCIPLES OF CUSTOMER SERVICE

- Principle No.1 – Understanding Customer Service
 - Defining Customer Service
 - Expectations Within Service
 - Attitude – The Key to Quality
- Principle No. 2 – Knowing My Customers
 - Definition of Customer
 - Internal and External Customer
 - Being Part of the Team

Principle No. 3 – Creating a Positive Atmosphere

- Feeling of Belonging
- Cohesion
- Communication
- Accessibility
- Reliability

Principle No. 4 – Reducing Unnecessary Frustrations to a Minimum

- Seeing Value in
 - Building a Relationship of Trust
 - Being Part of the Solution
 - Being Receptive
 - Being Proactive



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