



CUSTOMER SERVICE  
EFFECTIVENESS

# Quality and Excellence in Customer Service: Attitude and Techniques



## COURSE SPECIFICATIONS



### FORMAT

- In-house



### DURATION

Training is given in one day (6 hours).

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



### TARGET AUDIENCE

All frontline associates and service staff in back-up and support roles with previous customer service experience



### 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

Quality and Excellence in Customer Service: Attitude and Techniques focuses mainly on expanding the usual definition of the “customer” and getting more out of interactions with customers by helping the frontline associates and service staff in back-up and support roles understand the value of a positive interaction and to present techniques and methods that will improve the service offer.

## OBJECTIVES

ALLOWING THE PARTICIPANT TO:

- Raise awareness and understanding of the importance of customer service quality.
- Apply key principles and rules in providing quality customer service.
- Define and acknowledge the customer's needs and expectations.
- Apply techniques related to relationship effectiveness in order to improve customer service quality.

## COURSE CONTENT

### INTRODUCTION TO CUSTOMER SERVICE AND THE CUSTOMER APPROACH

- Introduction
- Understanding customer service
- Beyond the “Golden Rule”
- Customer expectations
- Knowing my customer
- The moment of truth
- Barriers to quality

### EXPECTATIONS OF MY CUSTOMER

- Competence
- Availability
- Consideration
- Accessibility
- Credibility
- Courtesy
- Reliability
- Security
- Tangibility

### STEPS TO CUSTOMER COMMUNICATION

- Customer Communication
- The steps of quality customer communication
  - 1) Getting ready for customer contact
  - 2) Getting into contact
  - 3) Situation analysis
  - 4) Establishing an agreement
  - 5) Dealing with the situation
  - 6) Conclusion

### COMMIT TO PROVIDING EXCELLENT CUSTOMER SERVICE

- The weakest link
- My personal influence
- Making quality and excellence my priority

### PERSONAL ACTION PLAN

