



CUSTOMER SERVICE
EFFECTIVENESS

Conference | Customer Service and The Customer Approach



COURSE SPECIFICATIONS



FORMAT

- Conference



DURATION

The conference lasts 1.5 hour (90 minutes).



TARGET AUDIENCE

Frontline and support personnel involved in 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 and The Customer Approach allows personnel in contact with customers to become more sensitive to service and to develop a common language in order to use best practices and apply them to your organization.

OBJECTIVES

ALLOWING THE PARTICIPANT TO:

- Reflect upon a frame of reference and a common language tied to customer service.
- Become aware of his individual contribution to the overall improvement of customer service.

COURSE CONTENT

THE 5 RULES OF CUSTOMER SERVICE

- **Rule No.1 – Understand Customer Service**
 - Defining Customer Service
 - Beyond the “Golden Rule”
 - Be Ready for Customer Contact
- **Rule No. 2 – Know Your Customers**
 - Definition of Customer
 - Internal and External Customer
- **Rule No. 3 – Know Your Clients’ Expectations**
 - Transactional Expectations
 - Relational Expectations
- **Rule No. 4 – Master the Steps of Quality Service**
 - The Steps
 - The Weakest Link
- **Rule No. 5 – Transform Complaints in Satisfaction**
 - The Customer is Not Always Right, but...
 - My Personal Influence



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