



CUSTOMER SERVICE
EFFECTIVENESS

Dealing with Customers who are Different



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 in customer care.



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

Dealing with Customers who are Different is a course designed for personnel who comes in direct contact with the clientele. The participant will learn to recognize the customers' different communication styles in order to appreciate their diversity, instead of dwelling on negative perceptions and judgements. He / she will then be able to use suitable techniques and tools and avoid frustrations, conflicts, and communication issues.

OBJECTIVES

ALLOWING THE PARTICIPANT TO:

- Recognize the importance of communication.
- Determine the customers' different communication styles.
- Improve interactions with the customers (external and internal) whose communicating style is different from his/her own.

COURSE CONTENT

UNDERSTANDING COMMUNICATION DYNAMICS

- Basic communication principles
- Effectiveness in communication
- Interpersonal communication
- The communication process

- Interaction styles
- Interpersonal adaptability
- Strategies to compromise with the other styles

PERSONAL ACTION PLAN

ACTIVATING COMMUNICATION

- Personal communication styles
- My communication style – identifying and understanding it
- My customer's communicating style – identifying and understanding it