



CUSTOMER SERVICE
EFFECTIVENESS

Expert Customer Relations

DESCRIPTION

Expert Customer Relations is a complete training, mainly designed to give the necessary tools to the staff involved in customer relations. Participants will learn techniques and methods which optimize quality in customer care, help deal with difficult customers, make each contact with the customer positive and put together favorable conditions in order to get satisfaction on both sides.

OBJECTIVES

ALLOWING THE PARTICIPANT TO:

- Understand the importance of quality customer service
- Put key customer service techniques into practice
- Use effective human relations techniques in order to improve customer service quality
- Manage difficult situations and complaints with professionalism

COURSE CONTENT

DAY 1 (CUSTOMER SERVICE) DEFINING CUSTOMER SERVICE

- Definition of service
- A constant service
- Benefits
- The weakest link
- Why improve service quality

THE CUSTOMER RELATIONS EXPERT'S TOOLBOX

- Attitude
- Self-management
- Assertiveness
- Proactiveness
- Emotion management
- Affirmation
- Communication

THE STEPS TO QUALITY CUSTOMER SERVICE

- Getting ready for customer contact
- Getting in contact / Greeting
- Situation analysis
- Reaching an agreement
- Dealing with the situation

COMMUNICATING EFFECTIVELY

- Communication skills
- Communication process
- Listening techniques
- Making each communication a positive experience

DAY 2 (THE DIFFICULT CUSTOMER) UNDERSTANDING THE DIFFICULT CUSTOMER

- Who is the difficult customer?
- Offering the customer a new perspective
- Each customer is different
- Adopting the customer's perspective

THE "DIFFERENT" CUSTOMER

- The customers' personal styles
- The analytical customer
- The directive customer
- The accommodating customer
- The expressive customer
- Interpersonal adaptability
- Strategies to compromise with "different" customers

UNDERSTAND THE "ANGRY" CUSTOMER

- Identifying what the customer really wants
- The anger model and its four stages
- Dealing with dissatisfied customers
- Avoiding a crisis
- Preventing anger escalation
- Defusing the crisis
- Going back to normal

PERSONAL ACTION PLAN



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

Frontline and support personnel who work directly with customers.



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



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