



THE CUSTOMER EXPERIENCE EXPERTS

Understanding SenseCX: Consultative Servicing Workshop



Not every customer's query can be resolved the way they want – but providing your team with the structure required to make that interaction successful, easy and engaging, will give your customers all they need.

In this workshop, your frontline team will:

- Be introduced to a framework of behavioural protocols for interactions that aligns with what's important to your customers.
- Understand the methodology behind these protocols, which is based on our best practice consultative servicing model, SenseCX.
- Come away with a personal toolkit, developed during the workshop, of best practice skills and conversation techniques.

Real-life scenarios bring our training programs to life

At CSBA we believe the most effective training is that which reflects your work environment as closely as possible. That's why we incorporate real-life scenarios in all our training programs, to bring to life the skills and techniques discussed in the workshop.

We will work with you to make these scenarios as realistic and relevant as possible for your team.

Put the person before the process

INTENDED AUDIENCE

Frontline Staff

DELIVERY MODE

Onsite (or Video Conference)

DURATION

Half Day (or Virtual Equivalent)

GROUP SIZE

Approximately 15 participants

CONTACT

Narelle Warburton

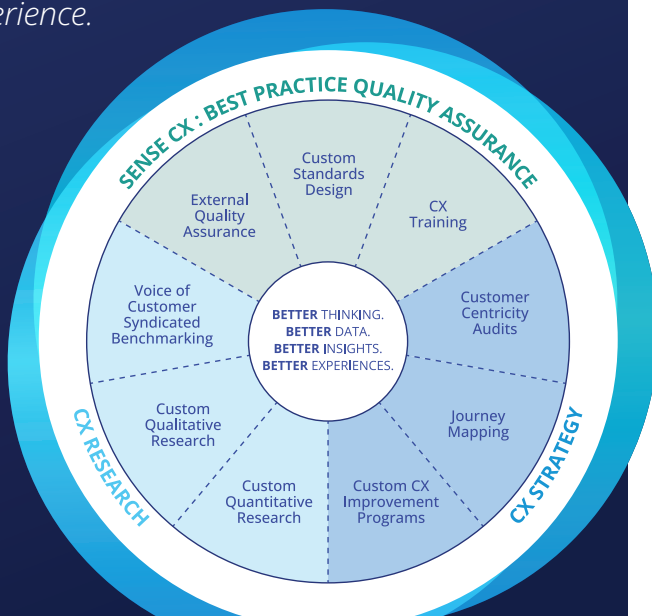
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We provide a 360-degree view and work with you to improve your customers' experience.



Aim

To help participants develop a best practice toolkit of skills and techniques, based around a consultative servicing model.

Benefits

- Team members will learn a consistent and structure approach to customer interactions, shown to contribute to a reduction in handling times, less complaints and improved first contact resolution.
- Your team will be better equipped to maintain customer loyalty.

Course content

- What do you expect when you are the customer?
- What is Consultative Servicing? Interaction vs Transaction
- Manage the person first, then manage the process
- First impressions matter: Call introductions
- Stop, consult, listen! Clarifying is key
 - Tailoring your response
 - Seeking customer acceptance
 - Answering unasked questions
- Connecting the dots: Customised resolutions
- Wrap it up: Call close skills
 - Effective summaries
 - Pathway to further assistance
- Humans in mind: interact, don't transact
 - Displaying attentiveness
 - Recognising different customer cues
 - Personalising interactions

Learning outcomes

By the end of the workshop participants will:

- A deeper understanding of the changing nature of internal and external customer expectations
- A customer-focused framework upon which to structure interactions
- An understanding of a core set of behaviours that are critical when taking a customer-focused approach to service interactions
- Practiced how to apply these behaviours and techniques to different scenarios applicable to everyday interactions
- The opportunity to build their own customised toolkit to take away and use when interacting with customers, giving them ownership over how they conduct themselves in everyday work interactions

Learning activities

- Structured and organic whole group discussions
- Individual reflection and sharing
- Interactive group activities
- Applied practicing of skills and techniques using real-world scenarios
- Build your toolkit in your own words