



THE CUSTOMER EXPERIENCE EXPERTS

Foundations of Service Excellence

The nature of customer expectations is changing. Understanding the concepts behind these changes is critical to enabling team members to consistently and successfully provide excellent customer service.

Our Foundations of Service Excellence workshop provides participants with this vital knowledge as a basis for them to learn, develop and practice new skills and techniques to drive service improvements.

Your frontline team will come away from this workshop with:

- Confidence in their understanding of customer expectations and how this aligns with being able to provide consistent customer service excellence
- A consistent and structured approach to improve customer interactions
- A personal toolkit, developed during the workshop, of best practice skills and 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 teams

DELIVERY MODE

Onsite (or video conference)

DURATION

Half day (or virtual equivalent)

GROUP SIZE

Approximately 15 participants

CONTACT

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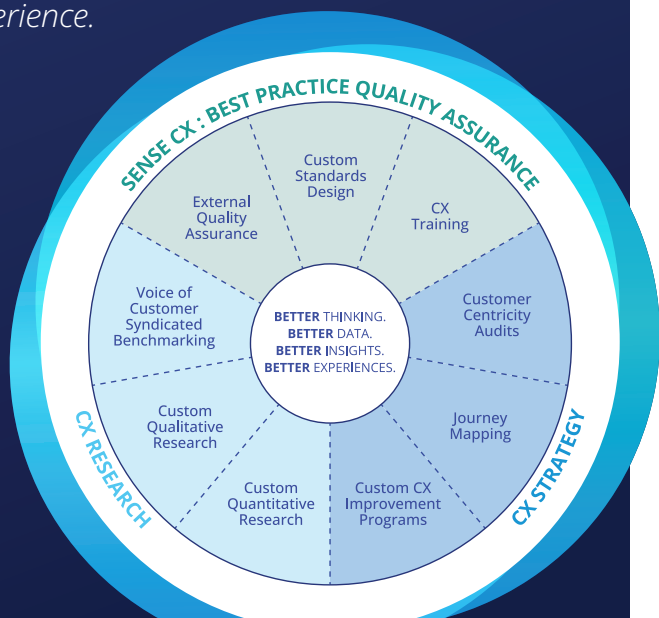
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We provide a 360-degree view and work with you to improve your customers' experience.



Aim

To introduce participants to key concepts around the changing nature of customer expectations, providing a basis to develop and practice new skills and techniques to drive service improvements.

Benefits

- Team members will have a collective understanding of the changing nature of customer expectations
- The approach learnt by participants has been shown to contribute to reduced call handling times, complaint minimisation and improved first contact resolution
- The team, as a whole, will be better equipped to maintain customer loyalty.

Course content

- Who are your customers?
- What do your customer expect?
- Barriers to service excellence
- Manage the person first, then manage the process
- What is Consultative Servicing? Interaction vs Transaction
- Talking to humans... and making your day easier
 - How do we communicate? Communication styles
 - Recognising customer cues
- Manage myself
 - Using service language
 - Avoiding fire-starters
- I-N-T-E-R-A-C-T: A framework for service excellence

Learning outcomes

By the end of the workshop participants will have:

- A deeper comprehension of the changing nature of internal and external customer expectations
- An understanding of how best to communicate with customers
- A customer-focused framework upon which to structure 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