

Customer Service that Makes the Difference



OVERALL OBJECTIVE

The **Customer Service that Makes the Difference Workshop** aims to ensure that participants learn how to offer a comprehensive, relevant and efficient customer service by proactively determining customer needs and servicing them appropriately, diagnosing the customer service transaction, and improving customer service.

OUTCOMES

Participants will be able to:

- **offer a comprehensive, relevant and efficient customer service**
- determine customer needs and service them appropriately
- turn difficult enquiries or problems into positive outcomes
- devise and apply workable customer service strategies
- proactively provide desired customer results
- ensure good service leads to further sales
- improve customer service

CONTENT

Our Strategy

- **Our Service**
 - Definition
 - Components of the service
 - Stakeholders' service expectations
- **The Risks of Poor Customer Service or Inquiry Resolution**
- **Our Strategic Customer Service Plan**

Our Customer

- **Who is the Customer?**
- **What Does the Customer Need?**
- **Customer Relations**
 - Best practice checklist
 - Problem customers or situations

Our Service

- **Service Delivery Process**
- **Our Customer Service Standards**
 - Setting them
 - Meeting them
 - Evaluating our delivery of them

Our Products

- **What Products/Services are Available?**
- **Linking Products/Services to Needs**

Ourselves

- **Our Roles**
- **Competencies**
 - Key customer service skills
 - Product knowledge skills
 - Related selling skills
 - Job process skills
- **Assignment: taking Your Service to the Next Level**