

Customer service essentials

Half Day



Participants build on their existing skills by learning a range of proven techniques for delivering truly excellent service to clients.

What is excellent service?

We start by using the participants' own experiences as customers to identify the 'essentials'.

- Greeting people early, doing more than asked, taking responsibility
- What is the difference between *OK* and truly *excellent* service?
- How to set customer expectations at a level you know you can exceed
- How to present a professional first impression

Communicating effectively

- How to combine *verbal*, *visual* and *vocal* communication to explain policies clearly
- The negative and vague words that undermine your credibility
- The words that always make you sound confident
- How to use eye contact and body language to look confident when you feel insecure
- 3 simple ways to ensure you listen and acknowledge other people's opinions

Telephone skills

- The key to sounding interested and involved in discussions on the phone
- How to take complete messages and transfer phone calls professionally
- How to control and guide the call without being pushy
- How to handle angry customers on the phone

"If looks could kill" - Video

Dawn French demonstrates how a service provider's *behaviour* influences the customer's attitude. Participants learn how to ensure this influence is positive.

Identifying customer needs

- How to ask *open* and *closed* questions to uncover customer needs
- What is the difference between a customer's *wants* and *needs*?
- How to acknowledge and clarify customer concerns



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Dealing with difficult customers

- Why do customers get angry over small issues?
- How to use *benefits* to explain policies that customers dislike
- Participants develop benefits for typical policies e.g. *You can't take forms home with you...*

Giving 'bad news' with empathy and respect

Sometimes it is not possible to provide the service customers want because of resources or policies. However it is possible to give this 'bad news' respectfully.

- The proven 3 step technique for explaining the situation with empathy and respect.

Participants are split into pairs and given a series of scenarios to which they respond using the 3 step technique. Participants are encouraged to raise actual situations from their work to discuss.



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