

LEADING CUSTOMER SERVICE TEAMS

1 DAY COURSE

One of the most desirable yet elusive aspirations in many organisations is to providing exceptional customer service, and leading a team to achieve this requires a specific set of skills.

Customers are now savvier than ever, with the ability to check up on anything you or your team says with a flick of their smartphone.

This course will give you the practical skills and techniques to guide your team to project a customer-centric approach and deliver your goods or services in line with customer expectations.

This course supports the development of the following core competencies:

Customer focus
Understanding others
Conflict management
Time management

This course is suitable for team leaders, supervisors and managers leading teams interacting with internal or external customers.

LEARNING OUTCOMES

- Define what great customer service is for yourself and others.
- Understand how the service-profit chain affects your organisation.
- Identify ways to truly meet your customers' needs.
- Develop the essential skills to coach staff to deal with a variety of situations and customer interactions.
- Learn how to build conversations with your customers or clients that result in win-win outcomes.
- Respond to situations and complaints requiring escalation with the right approach and emotions.

TOPICS COVERED IN THIS COURSE

Defining 'good customer service'

Understand that each customer's expectation is different.

Getting serious about customer service

Discover the four actions your organisation needs to take.

The service-profit chain

Understand what drives growth and profitability in a service business, and a fulfilled mission in the public and not-for-profit sectors.

Moments of truth

Recognise the moments that determine customer experience and satisfaction levels. This is when quality, as perceived by the client, is created.

Meeting your customers' needs

There are two types of customer satisfaction – rational and emotional. Do you know which is the best for your business?

Customers' psychological needs

Understand four basic ways to meet your customers' psychological needs.

Coaching for development

Coaching characteristics and skills, and how the 'coaching to train' process works.

Stop other people's priorities becoming yours

Make the right choices when people bring you problems, issues, or tasks they want help with.

Understanding customer behaviours

The four positive intentions that drive customer behaviours.

When things get difficult

What to do when you start out with positive intentions, but people react with challenging and difficult behaviours.

Dealing with customers' high emotions

The hardest part about dealing with difficult customer behaviours is dealing with people's emotions.

Responding to and resolving customer complaints

The seven key steps to responding to customer complaints.