

# Customer Service Breakthroughs

## Course Overview

Customer Service Breakthroughs is designed to equip participants with the skills and tools to deliver exceptional customer experiences consistently. This course focuses on understanding customer needs, handling challenging interactions, and building long-lasting relationships.

Participants will learn techniques to manage difficult situations with confidence, enhance communication, and create positive outcomes, driving customer loyalty and satisfaction. The course is ideal for anyone in customer-facing roles aiming to elevate their service standards and contribute to organizational success.

## Program Format

This is a 1, 2, or 3-day program that can be delivered face-to-face or virtually.

## Course Objectives

Learn how to effectively meet customer service objectives, exceed customer expectations, and achieve high levels of customer satisfaction. Since every contact with a customer is a "moment of truth" for your company, understand your pivotal role in achieving your organisation's financial and marketing objectives. Master the skills to treat customers based on their "lifetime value", strengthening relationships, exceeding standards, and expectations. Enable two-way communication to avoid misunderstandings, minimise problems, and collaboratively work out mutually beneficial solutions.

## This course will help you:

- Identify priority improvement areas
- Understand your role and importance as a service provider
- Learn how to provide quality service to create "fans" and "advocates"
- Manage attitudes and emotions to ensure consistent, positive, and excellent service
- Enhance your communication skills
- Master effective telephone technique
- Positively deal with complaints and conflict situations

## Course Outline

### Unit 1: The Value of Customers

Every point of contact with a customer is a "moment of truth" for them. You will appreciate why each contact is a memorable event for them, and how they want to be treated by us. We will overview the importance of customers to your organisation. As we all are, and all have internal customers, we will recognise their special needs. We will illustrate the impact customers have on sales and profits and study the things we can do to build customer loyalty. You will understand the actions that make them satisfied and come back, and what turns them off. Finally, in this unit, we discuss how we learn and continue to keep learning.



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Priority Management Australia

1300 187 203

admin@prioritymanagement.com.au

www.prioritymanagement.com.au

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## Course Outline *continued*

### Unit 2: Quality Service

We will discuss how we can improve the quality of our service, why we need to set certain standards, what servicing activities require standards, and how to measure whether they are met. You will learn what “all customers are not equal” really means and be able to calculate the worth of each customer. We will explore the ideas of perception and reality, learn ways to manage our customers’ expectations about our products and services. Finally, we look at the dangers of over-promising and under-delivering, and how we can avoid that trap.

### Unit 3: Communication

Whenever we communicate with our customers – face to face, on the telephone, or in writing, we are exchanging information, ideas, and feelings. You will learn and practice the skills of questioning, listening, receiving feedback, understanding verbal behaviours (the words we use and how we say them), and non-verbal behaviours (the way we come across, our body language). You will understand why first impressions are crucial, and how you can continually build rapport with your customers. You will also learn telephone etiquette and techniques – how we ‘behave’ on the phone, and how we apply our skills and knowledge. For those of you who use email as your main communication, there are some useful tips on giving customer service by email. At the end of this unit, there is an opportunity to put all these skills together in simulated case studies.

### Unit 4: Self Management

We start this unit by examining the relationship between attitudes and behaviours. Once we understand how they interact, we are better able to manage our own, and positively influence our customers. We will also learn that our attitudes are significantly more important than our aptitudes, and how to control how we feel. As a substantial part of our product and service knowledge is to educate our customers, you need to understand their learning process, and adapt the way you ‘teach’ to each customer. Many of you will be required to cross-sell or up-sell - some regularly and others only on specific occasions. We will review the skills you need to do this. We end this unit by discussing several important aspects of self-management. First, how we value and use our time, and how we manage our priorities. Second, how we recognise the warning signs and manage stress. Third, how we develop our personal power and continually gain confidence. And finally, how we develop new skills, learn how to improve old ones, and learn from mistakes and experience.

### Unit 5: Complaints and Conflict

Through understanding how we and others feel when having to make a complaint, we are better able to understand the feelings and behaviours of customers when they make a complaint or are in a conflict situation. You will learn a process that will help you deal objectively with every complaint and conflict situation and use a problem-solving process to achieve resolution. You will learn how to respond instead of reacting. You will learn the skills required to assertively deal with customers in any situation and be able to positively influence their aggressive or passive behaviours to an appropriate two-way communication. We conclude this unit showing you how to deal with the customer who thinks they are right but are not.



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