

## **Customer Service Excellence**

Duration: 1 day

**The aim of this one day Customer Service Excellence training course is to encourage and motivate participants to adopt positive customer service behaviours that meet both the functional and emotional needs of customers, leading to increased customer loyalty and long term business growth**

### **Course Objectives:**

After this training course, delegates will be able to:

- Identify customers' needs and recognise the importance to the customer's perception of service excellence of meeting their emotional as well as their functional needs.
- Identify strategies for creating excellence in customer service and evaluate to what extent their organisation operates customer-centric processes and systems.
- Explain the importance of recognising and meeting the needs of the internal customers as a means of satisfying the expectations of the external customer.
- Recognise the importance of using positive language with customers to help in meeting the customer's functional and emotional needs.
- Explain the influence tone, body language and other non-verbal behaviours have on the meaning of the words we use, and how we can involuntarily convey negative messages to our customers.
- Use a structured questioning technique and active listening to gain a full understanding of the customer's functional and emotional expectations.
- Recognise how the use of empathy and the development of rapport with customers helps in developing positive relationships that lead to enhanced customer loyalty.
- Recognise the importance of pre-empting customer complaints by engaging with the customers and resolving issues before they impact negatively on the customer experience.
- Recognise that, although positive communication and the dedication of the service provider to meeting the needs of the customer are essential to customer service excellence, the attainment of sustainable impacts on customer service requires a structured framework to have long term effect.

### **Course Prerequisites:**

There are no prerequisites for this course.