

First Touch Presents

ACHIEVING CUSTOMER CARE EXCELLENCE

Skills to keep customers coming back

Is it right for you?

Your company's best business often comes from existing customers and the competition is approaching them every day. This workshop will provide delegates with the skills to develop courteous and effective ways to ensure your customers reject new approaches and keep returning to you. Customer service is a team game, so this workshop is designed for everyone in the external and internal customer service chain including support staff and telephone and field-based personnel.

What will you learn?

The workshop is practical and easily absorbed. It will give you the ideas, skills, tips and techniques you need to keep and generate more business from your customers. This workshop will help you manage customer's expectations especially when things go wrong and show you how to turn complaints into orders. You will become more self-assured and more influential in interpersonal situations.

Building Customer Relationships

Customer relationship management
Setting performance standards and key performance measures

Managing Customer Expectations

What keeps the customer happy? Find out what they think is important
The importance of first impressions
The F.I.R.S.T principle for inbound and outbound telephone calls
How to under promise and over deliver

The Customer Service Process

The importance of the internal service chain
Handling conflict and difficult situations
Using verbal and non-verbal signals to get the best results
Recognising new business opportunities

Handling Complaints

How to make a professional apology and reduce escalations
Stopping complaints re-occurring
Turning complaints into orders
The L.A.S.T. procedure for complaint handling

How to Say No

Saying no without risk
Three stage "best practice" procedure

Taking Service to a New Level

Satisfying individual customer needs
Understanding buyer motivation
Really effective and impactful emails

Account Development

Maximising business opportunities
Developing long term customers
Supplementary products and services that will enhance customer satisfaction

Projects Include

The disappointed customer
The distracted customer
The disruptive customer