

An Introduction

Those who deal with customers must be able to manage the customer effectively. The quality of service that the customer receives will have a major impact on the business and the relationship. This course can be delivered as a stand alone course or form part of the 'Customer Relationship Management Programme' offered by Sanderson Associates

Designed for...

This course is aimed at both new and experienced customer support staff that would like to improve their customer service skills in order to raise customer service to the highest of professional levels.

Objectives

As a result of participating on this course you will...

- Understand how to communicate effectively with customers
- Develop effective communication and behavioural skills to enhance customer service
- Take the principles of managing and delivering customer expectations to a higher level
- Develop a fuller understanding of why and what de-motivates your customers
- Build a CRM 'strategy' to prevent/minimise the de-motivators
- Understand your customers' behaviour model/map of the world
- Develop effective assertiveness techniques to be able to 'manage' your customers
- Identify different types of 'difficult' customers and develop an assertiveness strategy to deal with them – difficult customers come in many guises!
- Develop high quality personal effectiveness techniques to enable you to work effectively under pressure

Focus - CUSTOMER EXPECTATIONS

- Understand what your customers expect from your organisation
- Increase customer satisfaction by building the 'WOW' factor
 - What are the 'three rings of perceived value'?
 - What the user 'sees' through their mind's eye when they phone your organisation
 - How can we enhance the third ring (the user's first impression of your organisation)?

PROFESSIONAL COMMUNICATION TECHNIQUES

- Defining what your customers needs are
- Using proactive questioning models to establish needs
- Probing and reflecting techniques to extract appropriate information from the customer and turn it into meaningful statements
- Developing a 'non interrogative' style of questioning to put the customer at ease

ACTIVE LISTENING

- Understanding different styles and when to use them
- Recognising the barriers to effective listening
- The importance of active listening on the telephone
- The key skills of active listening and how to use them to build empathy and control the flow of the call
- Creating the right image in the customers' mind by using the '3P's'
 - Pitch, Pace and Pause

UNDERSTANDING CUSTOMERS MOODS

- The essential skill for all customer support staff is to understand the user's mind set when things have gone wrong
- Do you have a customer with a problem or a problem customer?
- Introducing the principles of Transactional Analysis to deal with difficult and challenging customers
- Using Transactional Analysis to aim for a 'win/win' outcome with your customer
- Using Transactional Analysis to maintain you own positive state of mind

ASSERTIVENESS PRINCIPLES

- Defining what is meant by Assertive, Aggressive and Passive behaviour
- Recognising that assertive behaviour is the real way forward for you and your customers
- Using recognised assertiveness models to build relationships and for problem resolution

PROBLEMS OR OPPORTUNITIES?

- Is a customer complaint a problem or an opportunity?
- Using the unique 'B.E.T.A.' Way of problem resolution
- **B**e Concerned; **E**stablish the facts; **T**est for agreement; **A**ction agreement
- Successfully manage your customers by bringing out their positive side

WORKING EFFECTIVELY WHILST UNDER PRESSURE

- The customer support environment can be highly demanding and pressurised therefore you must learn how to deal with it
- Understanding your inner voice and what it is telling you
- You must manage yourself before you can manage your customers
- The importance of setting priorities
- Determining the difference between URGENT and IMPORTANT tasks
- How to prioritise your work