

1 DAY

CUSTOMER SERVICE

EXCEEDING EXPECTATIONS


ODYSSEY
TRAINING™

An SGS Company



SALES & CUSTOMER SERVICE COURSE

LEARNING OUTCOMES

- Define what great customer service is for yourself and others.
- Get serious about delivering great customer service.
- Understand how the service-profit chain affects your organisation.
- Identify ways to truly meet your customers' needs.
- Communicate effectively with your customers via email, telephone and in person.
- Deliver bad news to customers in a more positive manner.
- Confidently deal with unhappy customers and develop a solution-centric approach to complaints.

CORE COMPETENCIES

- Business Acumen
- Composure
- Understanding Others

COURSE OVERVIEW

Ideal for team members at all levels who are wanting to develop their customer service and communication skills for working with internal and external customers. This course will help you understand the fundamental principles of excellent customer service delivery, whether you communicate with customers in person, on the phone or via email.

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.

Telephone, email and customer service

How to use these tools effectively to optimise customer service.

Building rapport with customers

Good communicators are able to make connections with diverse types of people.

What customers want to hear

When we cannot deliver what people want or need, good customer service requires us to display empathy.

Effective questioning techniques

Sometimes, customers don't like being asked many questions. Explore easier ways to seek the information you need.

Complaint handling

It is vital you are empowered to deal with complaints, as negative reports can swiftly lead to a bad reputation.

Practical, relevant training developed for the Australian workplace.

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