

## **CUSTOMER SERVICE**

*(Each session is 4 hours)*

### ***SESSION 1***

#### ***Building Customer Focus***

- The benefits of great service – For you and the customer!
- Who are your customers?
- Understanding and clarifying your customer's needs
- Meeting your customer's needs
- The importance of initiative and being pro-active
- Projecting the appropriate image to your customers
- Developing trust and rapport
- Building confidence and integrity
- The importance of follow-up

### ***SESSION 2***

#### ***Advanced Customer Service Skills***

- Delivering professional customer service
- Giving individualised service
- Enhancing your service style – lifting the bar!
- Appropriate problem management
- Focusing on the need rather than the problem
- Identifying other opportunities
- Developing and maintaining a positive attitude
- Business Acumen
  - Awareness of the bigger picture
  - The role we play
  - Cause & Effect
- Customer service in a changing environment

### ***SESSION 3***

#### ***Customer Communication Skills***

- What is effective communication?
- The key elements of effective communication
- Active listening
- Using appropriate language
- Giving clear information and explanations
- Overcoming the barriers to communication
  - Physical barriers
  - Psychological barriers
  - Semantic barriers
- Using positive communication
- Communication via email – when to use and how
- Understanding and interpreting body language

**SESSION 4**

***Telephone Techniques***

- Telephone communication skills
- Managing inbound and outbound calls
- Opening the call
- Your speaking voice – the importance of confidence
- Using the right words, tone, intonation and speed
- Managing the body of the call
- Closing the call
- Controlling the call
- Guidelines for screening calls
- Putting the caller on hold
- Transferring a call
- Taking messages
- Call time management

**SESSION 5**

***Customer Psychology***

- Treating customers as individuals – Who are you dealing with?
- Reading your customer's expectations and needs
- Adjusting your style to become more effective
- Dealing with misinterpretation
- Coping with over-sensitivity
- Using behaviours that build rapport
- Recognising behavioural changes under stress
- Adapting your communication to become more 'customer friendly'

**SESSION 6**

***Appropriate Assertiveness***

- Understanding your natural influence style
- Directness of communication
- Consideration for customers and colleagues
- The Interpersonal Influence Model
- Open aggression vs concealed aggression vs passivity
- Why assertive communication is most effective
- Building assertiveness using the ASERT process
  - Analysing the situation
  - Stating your position – feedback
  - Evaluating nonverbal behaviours
  - Receiving feedback
  - Testing for understanding
- Application and response planning for future situations

**SESSION 7**

***Serving Internal And External Customers***

- ❑ Identifying internal vs. external customer needs
- ❑ How do your internal customers evaluate service?
- ❑ Guidelines for providing exceptional internal customer service
- ❑ Increasing communication between different roles and departments
- ❑ Educating your internal customers – clarifying their expectations
- ❑ Meeting deadlines and keeping internal customers informed
- ❑ Creating a positive environment
- ❑ Taking a team approach

**SESSION 8**

***Dealing With Difficult Customers and Situations***

- ❑ What is a difficult customer and why?
- ❑ Identifying customer problems
- ❑ Never tell customers your problems
- ❑ Turning complaints into opportunities
- ❑ Dealing with a anger and emotion
- ❑ Identify and how to deal with abusive customers and other challenges
- ❑ The importance of politeness
- ❑ Managing stress and pressure – Emotion vs. Logic
- ❑ Conflict Resolution – Getting to a ‘win-win’
- ❑ Real life scenarios

**SESSION 9**

***Adding Value To The Customer***

- ❑ Taking responsibility – owning your customers and sales
- ❑ Building integrity in our actions – keeping your customers up to date
- ❑ Identifying opportunities for adding value in the eyes of the customer
- ❑ How to make recommendations without appearing ‘pushy’
- ❑ Keeping the customer happy
- ❑ Ensuring customer continuity
- ❑ Identifying common goals
- ❑ Developing customer loyalty
- ❑ How to keep the customer coming back for more!

**SESSION 10**

***Overcoming Barriers To Service***

- Identifying challenges of our unique environment
- Recognising sources of conflict
- Signs and symptoms of ongoing stress
- Defining specific problems / issues to solve
- Analysing potential causes
- Generating and selecting the best solutions
- Implementing the solution – who is responsible?
- Evaluating the successful impact on customers
- Stress management techniques
- Increasing motivation and empowerment among the customer service team

**SESSION 11**

***Creating A Customer Service Vision***

- Focussing the organisation on customer service
- Actions that develop customer service discipline
- The steps for writing a customer service vision statement
- Identify the criteria for a good customer service vision statement
- Implementing and monitoring service standards
- Identifying lessons learnt
- Food for thought
- Where to from here?

**SESSION 12**

***Building A Strong Customer Service Team***

- Components of successful customer service teams
- “What’s in it for me?” – the value of teamwork
- What is my role within the customer service team?
- Making our customer service team work
- Managing the teaming process
- Where are we now and how do we move forward?
- Building relationships among team members
- Managing diversity, disagreements and conflict
- Increasing cooperation and team results



## Your Trainer

**Scott Henderson** (Bachelor of Science, Master of Arts - Psychology)

Our Training Manager, Scott is a registered psychologist with a solid background as an educator. He has worked as a lecturer in psychology, behavioural science and research at the Universities of Sydney and Western Sydney. Lecturing for 6 years at both undergraduate and postgraduate levels, Scott specialised in the disciplines of health and social psychology. His expertise includes such areas as leadership, teams and group dynamics, communication and body language, persuasion techniques, stress, and workplace satisfaction.

Since 1999, his work in the corporate sector has spanned the spectrum from industrial psychologist to corporate trainer. In 2004 he became a certified Master Coach in Behavioural Coaching and continues to coach both individuals and teams at all levels within the companies with which he works.

His unique perspective of inter- and intra-personal understanding complements the delivery of his training programs and ensures a rigorous and scientific approach to each participant's growth and development. He has delivered training throughout Australia and New Zealand including courses in Customer Service, Team Building and Team Integration, Communication, Leadership and Management, Performance Management, Coaching, Conflict Resolution, Sales and Key Account Management, Time and Stress Management, Decision-Making and Professional Presentation Skills. Additionally Scott continues to work hard to dispel the stereotype that psychologists actually get people to lie down on couches!