



Customer Service Excellence

How to Win & Keep Customers

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How to win and keep customers

Providing great customer service is what keeps your customers coming back again and again.

Highlights

- Use and practice the 3 Cs of Customer Service Excellence - Credibility, Communication and Conflict Resolution.
- Recognize how focusing on customers' expectations and needs can save time and reduce stress.

Key Competences

- Customer service excellence
- Conflict management
- Building credibility
- Communication skills
- Effective listening skills
- Influence & persuasion

The Right Programme for You

You are a customer service representative, technical or support executive or work directly with clients. This programme gives you the skills you need to increase customer satisfaction and retention.

Managers

New Managers



Learn, Practice and Use

- **Deliver** better, faster service and increase customer satisfaction
- **Learn** how to gain repeat business
- **Know** what customers expect and want
- **Increase** your credibility with customers and your value to your organization
- **Manage** stressful situations more effectively
- **Recognize** the signals of customer irritation and how to respond appropriately and assist in quickly finding a workable solution to your customer's problem
- **Respond** quick and efficiently to specific customer behaviours
- **Understand** why customer satisfaction is based on perceptions
- **Learn** how great customer service creates revenues
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



2 days
€2,295

Available In-Company

The programme is available as an In-Company solution for your teams. More information at mce.eu/inco

mce.eu/customer for dates, locations and full programme outline

Programme Modules

1

The Power of Customer Service Excellence

- Understand how customer service creates revenue and healthy organizations
- Appreciate how delivering excellent customer service reduces your personal stress at work

2

Creating a Culture of Credibility with Internal Customer Service

- Identify internal and external customers
- Appreciate that internal service is just as important as external service
- Understand the two levels of customer service
- Gain influence over issues you can't control
- Recognize the importance of building trust in a customer service relationship

3

Building Credibility By Managing Customer Expectations

- Discuss the role of perception in satisfying customers' expectations
- Identify the source of customers' expectations
- Determine customers' top expectations
- Recognize how prioritizing and focusing on customers' top expectations can save time and reduce stress

4

Managing Conflict with Professionalism Under Pressure

- Understand how emotions are created
- Develop mental strategies for remaining calm and optimistic under pressure
- Use body language to manage your emotional states
- Change emotional states to avoid negative carryover

5

Effective Communication Styles for Customer Satisfaction

- Understand your own personality style
- Identify the personality styles of others
- Use personality styles to communicate with your customers based on their preferences
- Expand your communication skills for better results with customers

6

Effective Communication with Personalized Listening Skills

- Enhance listening strengths
- Reduce listening liabilities
- Identify your customers' listening styles and your own
- Build rapport with customers and expand your influence

7

Customer Communication Channels and the Power of Words

- Identify the different types of customer communication channels
- Appreciate the power of words
- Use persuasive language patterns
- Identify techniques to stand out on the telephone
- Compose email correspondence that customers will read, understand, and appreciate

8

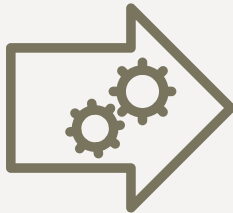
Strategies for Dealing with Challenging Customers

- Recognize and respond effectively to challenging customers
- Understand the physiology of anger
- Turn a challenging customer into a happy, repeat customer using a recovery system



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

For more information please contact:



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Visit mce.eu

