

# Ultimate Customer Service Course

EVERYTHING counts in the customer interaction and often it's the early part of the interaction that makes a big difference to the outcome.

To get the very best results from customer service training; from new people, to experienced, we recommend the ULTIMATE customer service training programme.

Here is the agenda for our ULTIMATE customer service course.

## 1. Customer service today – what it's really all about

Customers today; the good parts and the challenges

Life today; service challenges and what customers REALLY need

Mindsets for service success – what makes the difference

## 2. The key to managing today's service interactions

The key to feeling and being in control

The repeat theme – the need for 'a human touch'

How to achieve 'personalisation' for the customer and for you

## 3. All the small things that make a big difference

Structure and managing the interaction; by phone, face-to-face and remotely.

The impact of body language; ever when you're on the phone

Using six aspects of your voice to greatest effect

## 4. Words that help or hinder – the good, the bad and the ugly

Seven language habits; single words that make a customers' reactions worse

Positive and pro-active language that really helps

How to break 'word' habits

## 5. How to create trust and calmness

How to be in control, yet enable the customer to feel in control

Listening habits (what's yours?) and three levels of listening

Demonstrating empathy, validation and understanding

## 6. Presenting your solutions

Presenting solutions in a positive, initiative-taking and personalised way

How to sound authentic, real, natural and focused

Dealing with a 'no' response and how to say 'no' to the customer

## 7. Best practice complaint-handling

Myths about complaint handling

How NOT to apologise; how to perfect an apology

Handling complaint challenges and 'I want to speak to a manager'

## 8. Transforming service challenges into a win/win

Understanding different customers' approaches and reactions

Developing resilience, self-control, and confidence

Best practice follow-up tips

## 9. Developing the relationship

Managing next stage objections

Best practice; 'say it in writing' and email tips

Creating trust, a positive conclusion and loyalty