

High-Performance Customer Service

Course Code: 1144

Course Duration: 1 day

Customer service: Is it an afterthought or a pre-meditated strategy? Effective customer service begins first with understanding who our customers are. Customers, plural. The definition goes far beyond someone purchasing a product. Customers are a broader audience than most people realize, and this lack of understanding drives lackluster performance.

Once the definition of a customer is better understood, multiple exercises are conducted to assess customer impact; learn to define their wants, needs and expectations; explore how to effectively communicate using the Three Cs, especially when the message is not positive; discuss how to work with difficult people and disarm the upset customer; and practice using a model to negotiate a win-win-win.

Don't fall into the trap of ignoring the customer's perspective when you can manage it and exceed expectations every time! The goal of this workshop is to help busy professionals appreciate and put into practice high performance customer service.

Course Description: *High-Performance Customer Service* is a one-day, instructor-led session designed to instruct attendees in the art of understanding their customers and developing a strategy for delivering results. Through hands-on exercises and case examples, participants will plan for customer satisfaction, learn how to deliver a negative message, practice negotiating a win-win-win situation and earn back the trust of our newly defined customer audience.

Topics List:

- Identifying your real customers ("near" and "far")
- The "secret" formula for high-performance customer service
- How to deal with difficult people
- How to make others have a good experience even if there is bad news
- How to create a win-win-win situation
- How to adapt to the situation for a positive outcome
- How to disarm an upset customer

Outline

1. Customers and Customer Service
 - a. Identifying your customer
 - b. Real customer importance and impact
 - c. Customer service versus high-performance customer service
 - d. Formula for providing high-performance customer service
2. Customer Service Experience
 - a. Reasons that cause someone to be a "difficult" customer

- b. Dealing with difficult customers and people
- c. Creating win, win and win situations

Who Should Attend: Project and program managers, consultants, team leaders, functional leaders, resource managers, technical specialists, project team members, project leads, senior managers, administrative assistants, subject matter experts, supervisors, service providers.