

CUSTOMER SERVICE EXCELLENCE

Who should attend?

Customer Service Excellence is a four-day programme, consisting of two workshops, for people and businesses that want their Customer Service to go from Good to Great. The programme which forms part of a sustainable development programme, is recognised as part of business growth in a competitive market, offering tangible service excellence measurements pre and post workshop.

What are the benefits of attending?

Workshop one handles the fundamental basics of Customer Service Excellence both internally and externally – “what’s working” versus “what needs focus”, resulting in the creation of a Customer Service Charter. The second workshop builds on embedding this culture.

The four-day programme is delivered over two workshops with a final ‘Business Improvement - Project Results’, presentation at the end.

Workshops are:

- Customer Service Excellence “what’s working” versus “what needs focus”
- Delivering Operational Customer Excellence



What does the programme include?

- Customer Overview
- Service Strategy for Growth
- Customer First = W.I.I.F.M.
- Customer Relationship Management
- A 'FISH' approach to excellent customer service
- F.A.B and Accessories Customer Service
- Service Brand internal and external
- Survey of Customer Service
- Measured Service is Managed Service
- The processes are killing our service
- Customer touch points to keep coming back
- Brand Customer Service
- Time Management to deliver excellent service
- Telephone Skills
- Customer and Competitor Analysis

Programme measurement of success

- Commercial results
- Return on investment and expectations
- Life Long Business Skills
- 70/20/10 approach for sustainability
- Kirkpatrick Evaluation Levels: Results/Behaviour/Learning/Reaction
- Business improvement project

All programmes can be bespoke and incorporate company policy and procedures.