



CUSTOMER CARE

COURSE OBJECTIVES

The broad aim of this course is to introduce participants to key knowledge, attitudes and skills pertaining to Service Excellence and Quality in the work environment.

The course covers the following Customer Service principles:

- Understand the vital importance of the customer to any organization
- See the value in having excellent service for both internal and external customers
- Identify the factors that can prevent an organization from maximizing customer value
- Understand how to critically look at the customer service levels and to establish if the organization is truly customer driven.
- Identify different customer types and interact appropriately with them

Customer Driven Organization:

CUSTOMER CARE TRAINING SCHEDULE

TOPIC /CONTENT			LEARNING OBJECTIVES:
MODULE TITLE	CONTENT AREAS	COMPETENCIES	Learners should be able to:-
Attitudes for Service	Building Customer Loyalty	Attitude, External Awareness, Customer Experience Communication, Influence, Interpersonal Skills, Stress Management, Adaptability	<ol style="list-style-type: none"> 1. Assess Customer Service Attitudes to set goals for improvement 2. Incorporate the Four Drivers of Customer Service to build customer relationships 3. Apply Attitude Control Principles to manage their attitudes 4. Use conversational language to keep the interaction low pressure
Coaching a Service Team	Leading an Effective Service Org.	Accountability, Leadership, Customer Experience Communication, Interpersonal Skills, Results Oriented	<ol style="list-style-type: none"> 1. Manage talent and set goals to bridge gaps in performance 2. Identify, monitor, and hold employees accountable 3. Use constructive feedback and coaching to improve performance
Complaint Resolution	Building Customer Loyalty	Conflict Resolution, Customer Experience Attitude, Communication, Interpersonal Skills, Stress Management	<ol style="list-style-type: none"> 1. Deal with emotional and rational aspects of complaints 2. Apply methods to reduce their stress when resolving complaints 3. Implement a consistent process to resolve complaints 4. Reduce the number and type of complaints received
Create Loyal Customers	Building Customer Loyalty	Interpersonal Skills, Customer Experience Initiative, Customer Acquisition	<ol style="list-style-type: none"> 1. Increase customer loyalty through exceptional customer service 2. Apply a code of ethics and principles to exceed customer expectations 3. Use creative follow-up techniques to build relationships



A customer driven organization is one that:

- Listens to its customers
- Integrates customers into its business and vice versa
- Provides customer focused solutions
- Has a culture which positively embraces the customer

Loyalty of Customers

- Customers will stay where they feel they are being valued
- Customers will receive what they require
- Customers will trust the organization
- Business will be protected from the competitors

Focus on Value Add

- The organization will focus its resources on the activities which add value for the customer
- Customer driven operations focus on what the customer wants
- Core competencies can be identified and developed so as to deliver what the customer values

CUSTOMER CARE TRAINING SCHEDULE

TOPIC /CONTENT		LEARNING OBJECTIVES:	
		Learners should be able to:-	
Cross and Up Selling	Service-Based Selling	Customer Acquisition, Customer Experience	<ol style="list-style-type: none"> 1. Identify win-win opportunities to provide more products and services 2. Create opportunities to add value for customers 3. Apply a cross and up selling process to make decisions easy for customers
Customer Follow Through	Service-Based Selling	Communication, Influence, Interpersonal Skills	<ol style="list-style-type: none"> 1. Recognize customer follow- through expectations 2. Create opportunities for follow- through actions 3. Discover a systematic process for professional follow-through
Effective First Impressions: Face to Face	Building Customer Loyalty	Customer Acquisition, Customer Experience Attitude, External Awareness, Professionalism	<ol style="list-style-type: none"> 1. Create an unforgettable first impression 2. Make customers feel important 3. Use a process for meeting and greeting customers
Generate Customer Interest	Service-Based Selling	Customer Acquisition, Customer Experience Communication, Interpersonal Skills, Adaptability	<ol style="list-style-type: none"> 1. Adopt a focused customer service process 2. Use questions to guide customers to buying decisions 3. Identify key customer issues
Internal Customer Service	Service-Based Selling	Conflict Resolution, Adaptability Influence, Customer Acquisition, Customer Experience Attitude, Change Management, Interpersonal Skills, Professionalism, Stress Management, Customer Experience Communication, Creative Thinking	<ol style="list-style-type: none"> 1. Provide better service to their internal customers to impact their external customers 2. Gain a clear picture of the internal service relationships in their position 3. Analyze the expectations of their internal customers 4. Apply elements of superior internal customer service



The importance of Quality Management to organisations

- Understand the importance of quality management
- Identify the key components of a quality management system
- Describe the factors that cause quality management systems to fail
- Understand the different ways that you as an employee can affect quality
- Use the material presented to develop a quality-centred approach to your role

- Identify the role of the quality management system and the interdependencies within your organization required to make it function

Upon completing the course, participants should be able to:

- Clarify what is meant by Customer Service;
- Explore who our customer is and what their diverse needs are;

- Use questioning techniques to identify specific needs of customers;
- Explore the values and attitudes necessary for improving quality in customer care;
- List the benefits of setting professional service standards for the organisation;

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TOPIC /CONTENT			LEARNING OBJECTIVES:
			Learners should be able to:-
Manage Customer Expectations	Building Customer Partnerships	Interpersonal Skills, Customer Experience Attitude, Communication, Conflict Resolution	<ol style="list-style-type: none"> 1. Determine the expectations of their customers 2. Manage customer expectations in order to exceed them. 3. Utilize a customer expectations management process
Overcome Obstacles to Customer Service	Leading an Effective Service Org.	Accountability, Leadership, Customer Experience	<ol style="list-style-type: none"> 1. Identify challenges to providing outstanding customer focus 2. Use a tool to collaborate and gain consensus on solutions
		Communication, Interpersonal Skills, Results Oriented	<ol style="list-style-type: none"> 3. Launch an initiative to implement solutions
Referrals	Building Customer Partnerships	Interpersonal Skills, Customer Experience Professionalism, Customer Acquisition	<ol style="list-style-type: none"> 1. Overcome the logical and emotional barriers about referrals 2. Create win-win referrals that customers find comfortable 3. Apply a process to ask for referrals with confidence 4. Follow through on referrals to win new customers
Suggestion Selling	Service-Based Selling	Customer Acquisition, Customer Experience Creative Thinking, Initiative, Professionalism	<ol style="list-style-type: none"> 1. Use non-pressure selling techniques 2. Gain customer trust through helpful suggestions 3. Tie customer expectations to additional selling opportunities



- Explain the importance of product knowledge in customer care;
- Receive and give honest feedback in order to learn from mistakes with difficult customers;
- Encourage team members to develop a self-critical approach;
- Discuss my role and responsibilities when serving customers;
- Setting up a Customer Relationship Management system;

Monitoring customer feedback,

- analysing the data, rectifying the problems;
- Identify obstacles to, and challenges within, customer service programmes;
- Apply skills and techniques necessary for effective Customer Relationship Management;
- Developed an understanding of how CRM creates value for organizations and customers

- Develop a plan for exceeding customer expectations within a team environment;
- Prepare strategies for retention of customers;
- Set KPI's for customer service staff
- Conduct a performance appraisal for customer service staff

CUSTOMER CARE TRAINING SCHEDULE

TOPIC /CONTENT		LEARNING OBJECTIVES:
		Learners should be able to:-
Telephone Skills - Inbound	Telephone Service	Communication, Customer Experience Attitude, Interpersonal Skills, Customer Acquisition, Adaptability
Telephone Skills - Outbound	Service-Based Selling	Customer Acquisition, Customer Experience Attitude, Communication, Interpersonal Skills
Telephone Skills: Inbound and Outbound	Telephone Service	Communication, Customer Experience
		Attitude, Interpersonal Skills, Customer Acquisition, Adaptability

1. Identify the small differences that can make a big difference in customer service
 2. Make the most of inbound sales and customer service opportunities
 3. Develop confidence in customer interactions with inbound callers
 4. Use the Information Gathering Model to evaluate how to best meet their caller's needs
1. Determine "Defining Moments" when customers form lasting positive or negative opinions of your organization
 2. Use principles for outstanding outbound telephone effectiveness
 3. Improve customer interactions to exceed their expectations
 4. Gain credibility by using Call Purpose Outline
1. Develop confidence in customer telephone interactions
 2. Apply human relations to deal with difficult customers
 3. Use the in-bound information gathering model to understand customer needs
 4. Use an outbound call purpose outline to create favorable attention

