

Customer Service: might I assist you?



Overview:

To the caller, you are the organization. The telephone is your front-line contact with the world -- efficiency, courtesy, and high standards of service are your top priorities. In this intensive training session, learn the principles of making each incoming caller a loyal customer.

Learn:

Participants will learn how to analyze customer's problems, needs, and objections; strengthen the trust of that customer in you and solidify your organization's relationship with that customer. This program will present proven customer relations skills and outline the preferred "right ways" and "right now's" of telephone courtesy. You will be better prepared with a wide range of communication and problem solving skills that will keep your customers satisfied and keep them coming back for more.

Upon completion of this training, you will be able to effectively deal with complaints and handle angry customers in a positive manner. In addition, you will be more able to deliver your service with fewer problems and greater confidence.

Objectives:

- ❖ Understand the philosophy of being assertive.
- ❖ Learn to identify and analyze a customer's needs and problems.
- ❖ Recognize the most common reasons for customer complaints.
- ❖ Develop effective telephone techniques to make every call a positive experience for the customer.
- ❖ Learn to create and maintain an efficient information organization system.
- ❖ Assess your communication style's strengths and weaknesses.
- ❖ Recognize how non-verbal signals are utilized and received (face to face and over the phone).
- ❖ Identify frequent behaviors in customers, staff, and yourself.
- ❖ Learn how to handle problem customers.
- ❖ Discover techniques to cultivate and maintain special customer relationships.
- ❖ Identify specific problems in your customer service program and apply an appropriate treatment.
- ❖ Translate what you learn into action.

AESCHWARTZ & ASSOCIATES

P.O. Box 79228 • Waverley, MA 02479-0228

EMAIL: aes@aeschwartz.com

TEL: 617-926-9111

www.aeschwartz.com

www.aespeaks.com

www.schoolformanagers.com

Outline:

Courtesy Pays Off

- A. How Courtesy Helps Customers And You
 - 1. Rudeness, incompetence, and indifference
- B. Attitude Of Concern And Helpfulness
- C. Preparing For Incoming Calls, Transferring Calls, And Taking Messages
- D. Organizing Paperwork And Information

Listening While Under Pressure

- A. Effective Listening In A Customer Service Environment
- B. Minimizing Your Distractions
- C. Non-Verbal Cues Are Picked Up In-Person And Transmitted Over The Phone
 - 1. Acknowledge customer feelings and values
 - a. reading behind the message
 - b. asking if you are unsure

Assertiveness Skills Assist In Solving That Problem

- A. Translating Challenges Into Win/Win Relationships
- B. Identifying Frequent Behaviors Encountered And Learning Solutions
 - 1. Determining your own communication style
- Handling Difficult Customers
 - A. Levels Of Customer Anger
 - B. Working Together To Solve Their Problem
 - 1. Keeping the customer informed
 - C. Importance Of That Extra Something In Special Circumstances

Customer Service And Customer Relations/Perceptions

- A. Manipulative And Nonproductive Games
 - 1. Keeping control of your time without it slipping away
- B. How To Successfully Handle Customers Who Play Games
 - 1. Customer personalities
- C. Overcoming Objections

You May Win One Battle And The Campaign Continues

- A. Informing, Educating, Persuading Customers Regarding Service, Policy, Products
- B. Presenting To The Customer In Terms Of Benefits
 - 1. Delivering the service effectively and efficiently
- C. Maintaining A Two-Way Street With Your Customer And Your Organization
 - 1. Keeping in touch with friends
 - 2. Effective feedback pays off with superiors

Action Plans And Summary