

Advanced Customer Service

Introduction

Any organisation that wants to become successful and remain successful must care for its customers. Satisfying customers' needs is an important objective of any organisation irrespective of whether it is for-profit or non-profit. To do that, a company needs to create customer loyalty where customers can rely on the brand which will satisfy their needs. To create loyal customers, you need strong customer care which is what this course is about.

In this course, it is assumed that participants already have some experience with customer services and are now looking to expand their knowledge and skillset. Having served customers, they may also have a number of specific situations in mind with which they need assistance. Customer service is an art and much of it relies on good communication skills and emotional intelligence. To remain skilled, it is important to review past experiences systematically and learn from them so when an agent finds themselves in a similar situation again, they would know what to do. This knowledge also adds to their confidence which in turn helps them to provide a better service and thereby standing out from the competition.

The course will be packed with scenarios, case studies and practical sessions to really embed the learning and establish different behavioural mindsets to service.

Objectives

By the end of this course participants will be able to:

- Adopt the right attitude when dealing with customers to increase their loyalty to your brand
- Identify what goes wrong in a poor customer service exchange and use strategies to improve it
- Identify customer expectations systematically and respond to them to improve customer service
- Avoid using toxic phrases that lead to confrontation with customers or reduce their loyalty
- Manage angry customers by reducing the tension using practical methods
- Handle complaints using a variety of strategies to minimise negativity and increase customer loyalty

Content

A sample of what is covered includes:

How to Have the Right Attitude When Serving Customers

- What is the effect of correct mentality?
- How to avoid having the wrong mentality
- How to create loyal customers
- How can I develop my attitude?
- Reframing and putting yourself in the customer's shoes

How Customer Service is Conducted in Different Settings

- What can you learn from face-to-face interactions?
- What can you learn from interactions on the phone?
- What can you learn from email or online interactions?

How to Manage Customer Expectation

- What is it that customers ultimately want?
- What do customers expect to get now and in the future?
- What do customers expect before or after making a purchase?
- What factors influence purchase decisions and how to take advantage of these factors to improve customer care?
- Adopting an empathetic approach
- What would the 'manager' do?

What Not to Say

- How to avoid "toxic words"
- Which phrases can be damaging to a conversation when serving a customer and how to avoid them?
- Advanced communication techniques using NLP to connect emotionally and psychologically with the customer
- Advanced communication techniques

How to Handle Angry Customers

- Why customers become angry?
- What is the real reason behind a customer's frustration and anger?
- What can you do to address the underlying cause of anger and not the symptoms?
- How to use practical methods to handle a frustrated customer and turn him into a loyal one
- Turning angry customers into advocates

How to Respond to Complaints?

- Why customers complain?
- How to use strategies to directly handle a complaint
- Adopting the right 'tone'
- Using the right facial expressions and body language
- How to use pre-emptive strategies to minimise customer complaints

