

Cross Cultural Service

Introduction

It's no secret that today's workplace is rapidly becoming vast, as the business environment expands to include various geographic locations and span numerous cultures. What can be difficult, however, is understanding how to communicate effectively with individuals who speak another first language or who rely on different means to reach a common goal. Also, maintaining the levels of service that those individuals expect from their own worlds and backgrounds can be hard to understand when our own standards are not the same. This results in confusion, and conflict which can damage your business unintentionally.

This course is designed for those people who are working within multicultural organisations, who believe that gaining a greater insight into the impact and differences that culture create within their workforce, will enable them to work more effectively and productively and create a world-class customer service environment.

The course centres on the impact of culture upon communication in the workplace, and how different cultures view their communication as being 'normal' and therefore other styles as 'abnormal'. It helps participants address this problem, giving them greater understanding of both communication styles and how they affect the different ways different nationals will expect to be treated in a customer service environment.

No previous knowledge of cross-cultural communications is assumed, except of your own culture, and all participants will leave with a host of practical tactics and methodologies for application in the multi-cultural organisation.

Objectives

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

- Describe what is culture?
- Detail an understanding of culture and its impact upon the working environment
- Explain the different styles of working with people of different cultures
- Solve communication problems that occur due to culture
- List the techniques used by those companies that provide world-class customer service
- Detail the methodologies recommended by the experts in the field of customer service
- Describe the FISH! Principles and how they work in practice
- Explain how attitude can impact on the level of customer service
- Describe what World-class customer service looks like and how to achieve it
- List the benefits of excellent customer service to individuals, customers and the company
- Explain the Key Test to ensure that the company is providing excellent customer service
- Display all the elements of effective cultural communication
- List tools and techniques for dealing with cultural diversity
- Overcome the barriers to effective communication
- Demonstrate the characteristics of assertive behaviour
- Create the right impression as detailed by the company
- Turn complaints into opportunities
- Enhance the reputation of the company
- Develop strategies to deal with the most common difficult customers

Content

A sample of what is covered includes:

Managing Customers' Cultural Expectations

- What is culture?
- Understanding our personal cultural heritage
- What is an 'organisational culture'?
- How does a country culture impact on organisational culture and vice versa?
- Why we feel comfortable with some cultures, but not others
- Why do we feel comfortable being communicated to/with in certain ways and not others?
- Cultural stereotypes and exploring their myths and realities
- The Big 'C's' of culture and the little 'C's' of culture
- Objective versus subjective culture
- Where culture comes from
- Culture as a norm of distribution
- Improving business communication across cultures: exploring our core beliefs and attitudes
- Cultural values and attitudes (time, space, group dynamics, authority, tasks, relationships)
- Developing cultural awareness
- Language issues
- Tips and strategies for specific countries

The Successful Customer-led Company

- The policies, methodologies and results achieved by organisations that have adopted a specific 'customer service culture'
- Modelling those companies that provide world-class service in a multi-cultural environment. Video case studies using the Disney Corporation amongst others
- FISH! Principles - An introduction into the world-famous customer service principles from Pike Fish Place, a retail organisation who deal excellently with a multi-cultural client and staff base. These principles are brought to life using the FISH! video

Managing Customer Expectations

- What are your customers' expectations?
 - The Kano Model
- Appreciate that customer satisfaction is based on perceptions
- Identify your customers' legitimate expectations and manage them
- Prepare yourself to handle customers by knowing how and where they get their expectations

Managing Expectations by Personality Style

- Understand yourself and your own personality style
- Understand and identify the personality styles of others
- Avoid taking things personally
- Expand your communication skills to get along easily with more customers and colleagues, no matter what culture they are from

Effective Cross-Cultural Communication Skills

- Building rapport with different types of cultural customer and colleagues
- Build on your listening strengths
- Reduce your listening barriers
- Create rapport with people from different backgrounds more easily to have more influence
- Appreciate the power of words and understand which words cause offence in different cultures

- Avoid creating negative impressions with words
- Use persuasive language patterns
- Constructing effective questions to ensure you satisfy the needs and wants of your customers
- Understanding what people are saying, even though they are not speaking - cross cultural body language - the do's and don'ts

The Benefits of Excellent Customer Service in a Cross-Cultural Environment

- What is customer care?
- Who are your customers?
- Why do we need to take more care in a cross-cultural environment?
- Reactive vs Proactive customer care
- Creating magic moments
- Moments of Truth - and how to manage them
- Focus on customer service success
- Understand how customer service creates revenue, healthy organizations, and attractive employee benefits
- The key tests for achieving customer service excellence
- Customer Delight - exceeding customer expectations from whatever culture
- Appreciate how delivering excellent customer service reduces your personal stress at work

Managing Customer Complaints

Dealing with Difficult Customers

- Develop strategies to deal with the most common difficult customers
- Are they difficult or is there a cultural misunderstanding?
- The Complaints Process - turning complaints into opportunities
- Recognize and respond effectively to specific customer behaviors
- Understand the physiology of anger
- Listen to an angry customer so that they calm down
- Turn an angry customer into a happy repeat customer using a recovery system
- Remain calm during interactions with angry customers by applying emotional management tools

Assertive Communication:

- The Difference between passive, assertive and aggressive behaviour
- Are certain nationalities more likely to be a certain "type"?
- Dealings with different types of behaviour
- Remaining assertive
- What is assertive behaviour - how and when do we use it
- DVD Say the Right Thing
- Knowing your own influencing style
- Adapting your style to meet different situations and people
- Handling conflict situations

