

Customer Service Excellence

Introduction

What is service excellence? How many training courses have you been on or seen advertised which mention “excellence” in the title, but just repeat the same old ideas? This course is different! We look at examples of who we consider to be the leaders in service excellence and more importantly build case studies to help you learn from and model yourself on the very best. We also look at those who are not delivering the best they can and help you to ensure you don’t fall into that trap!

This course will enable people involved in service to develop an excellence model and mindset to use when dealing with both new and existing internal and external customers. To help them ensure they mould and change the experience of the customer according to their specific needs. To work towards customers becoming advocates for your business.

Objectives

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

- Explain the two types of customer service excellence
- Detail how quality fits with service excellence
- Measure the service their company/department delivers as well as themselves
- List the benefits of providing excellence in customer service
- Identify areas where companies get it wrong
- Explain the behaviours of excellent companies and how to model their behaviours and practices
- List the five Ps of service excellence
- Describe how to recognise what customers expect in terms of customer service excellence and the implications to all involved if that standard is not met
- Describe the Kano Model and how it applies in the service arena
- Develop a customer service attitude
- Demonstrate how to handle different behavioural styles and potential conflicts with each style
- Detail how to handle challenging customers
- Demonstrate how to handle complaints for an excellent outcome
- Turn a complaining customer into a happy loyal customer
- Apply customer service excellence to their telephone calls
- Email customers in a number of scenarios professionally
- Explain how to deal with complaint in a professional manner

Content

A sample of what is covered includes:

What is Customer Service?

- Definition
- The value and ethos of service

Emotional or functional service?

- Which are you and your company offering?

Internal and External Service

- The difference
- What level of importance to place on each

Service Excellence

- Charles Handy's research into quality and how it is achieved
- How quality impacts on service
- How good is your company
- The benefits of service excellence
- Examples of those who get it right and those who can improve

What do The Excellent Companies do?

- Policies
- Product
- Premises
- Processes
- People

Customer Service Institutes 14 Key Standards

- Keeping the service promise
- Five second telephone responses
- Documentation responses
- Positive employee attitudes
- Proactive communication
- Honesty and openness
- Systems reliability
- Swift reparation
- Being in the know
- Front-line ownership
- Little extras
- Attention to detail
- Immaculate appearance
- Five-minute wait time
- How are we measuring up to the above?
- What can we do to improve?

Human vs. Business

- What is a human transaction
- What is a business transaction
- When to use each one

The Kano Model and Linking it to Service

- Looking at the 3 levels of service from six sigma and how we can improve service based upon the six sigma principles
 - Threshold
 - What do our customers expect from us?
 - Are we achieving what our customers expect from us?

- Performance
 - What are our performance offerings at present?
 - Do we match these to clients needs?
- Excitement
 - How can we wow our customers?
 - Practical applications of the excitement level

In Search of Excellence

- Tom Peters model
- Creating magic moments
- What can we learn from this and implement?

Creating Moments of Truth

- What is 'Moments of Truth'
- SAS example
- How can we put into practice moments of truth?

Fish and Customer Service

- Background to the FISH Philosophy
- The four principles of FISH
 - Play
 - Be There
 - Choose Your Attitude
 - Make Their Day

Telephone Service

- Telephone etiquette
- Telephone standards
- Creating a professional image and attitude
- Asking questions
- Listening
- Developing a personalised greeting
- Tone
- Dealing with an angry customer
- Transferring the call

Email Service

- Email etiquette
- Writing with the correct tone
- Getting to the point
- Making sure the customer is happy

Dealing With Complaints

- Why do customers complain?
- Complaints are a gift, aren't they?
- The process for dealing with complaints
- Dealing with difficult customer behaviour
- 'Standing Strong'
- Avoid taking things personally

