

# Service excellence



VIDEO BASED



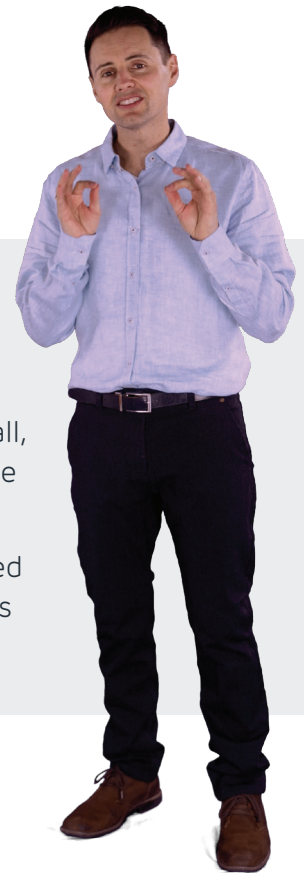
ALL DEVICES



CERTIFICATE



1 HOUR



Good customer service makes people want to use your business again and again, not just because you have the best prices or services that they can't get elsewhere, but because your team makes them feel important and valued.

The ability to provide great customer service is essential in any business. After all, customers are your lifeblood - without them, there is no income. Without income there are no employees and without employees there is no business.

Our Service Excellence programme covers all the essential skills your teams need to master to provide excellent customer service to every customer who engages with your business.

## Who is this programme for?

- Team Leaders.
- Front-line staff.
- Anyone who engages with customers.

## What are the learning outcomes?

After completing this programme, your team will be able to;

- Recognise the value of a customer.
- Identify how to create an excellent first impression when you meet a customer.
- Explain the importance of having a positive attitude and motivation.
- Demonstrate how they project a positive attitude to customers.
- Read the body language of customers and display positive body language at work.
- Demonstrate how to greet and connect with a customer.
- Provide excellent customer service over the phone.
- Demonstrate how they can resolve customer complaints and issues.

## Customisation options

- Introduction video.
- Role-play video examples.

## Programme outline

Each course is self-paced and will take you about 10 to 15 minutes to complete. Short videos will show you what good looks like and provide you with some thought-provoking actions that your team can implement. Questions, activities and resources will help your team remember the key learning points.

1. What is customer service?
2. First impressions.
3. Attitude and motivation.
4. Communication.
5. Engaging with the customer.
6. Providing customer service over the phone.
7. Resolving customer complaints.

# Programme outline

## 1. What is customer service?

- What is customer service?
- Why is it important?
- The value of a customer.
- Customers' expectations.
- Internal customers.
- The customer journey.
- The journey starts with you.

## 2. First impressions.

- Creating a good first impression.
- Your image.
- Clothing.
- Complete your look.
- Personal hygiene.
- Representing your company.
- Using a company vehicle.

## 3. Attitude and motivation.

- Your attitude and motivation.
- Above and below the line.
- Bouncing back.
- The parking lot.
- Applying yourself.
- Projecting the right attitude.

## 4. Communication.

- What is communication?
- Body language.
- Demonstrating positive body language.
- Understanding your customer's body language.
- Being aware of negative signals.
- Listening.
- How to demonstrate active listening.
- Using the ask, listen, include technique.

## 5. Engaging with the customer.

- Engaging with the customer.
- Greeting your customer.
- Smiling.
- Small talk.
- Staying visible and available.
- Leaving a task.
- Finding solutions.
- What to do you you don't know the answer.
- Being helpful.

## 6. Providing customer service over the phone.

- Providing customer service over the phone.
- What to say.
- What not to say.
- Answer phones and returning calls.
- Taking messages.
- Getting back to customers.

## 7. Resolving customer complaints.

- Resolving customer complaints.
- Understanding and resolving issues and complaints.
- H.E.A.R model.
  - Hear.
  - Empathise.
  - Ask.
  - Resolve.