



Customer Service Seminar

A course on how to keep customers coming back

In most markets, companies usually provide similar products or services, and thus become increasingly exchangeable. The customer experience, however, provides an excellent opportunity for the much-needed differentiation. Individual recognition of customers and the ability to understand how a customer thinks and feels, is essential for the sustainable success of a company.

Concept

In this two-day seminar, we address behavioural issues about customer service. The individual needs of customers and their expectations are explored, and the employees' personal reactions to challenges discussed.

Objective

Provide participants with the fundamentals in customer interaction, and have them view customer contacts as excellent opportunities for differentiation.

Main Topics

- Principles of communication
- Conflict as opportunities
- About perceptions, interpretations and active listening
- Problem solving orientation
- Intercultural awareness
- Value added in the customer supplier chain
- Tension-reducing language
- Priorities of customers
- Touch point definition
- Handling stress
- Sales & opportunities to delight customers

Benefits

The personal interest of the participants in service delivery will enhance customer satisfaction and generate loyalty beyond price alone. The participants themselves will have a far greater sense of achievement by recognizing their own important role in customer service.

Costs

The training groups consist normally of a minimum of 8 to a maximum of 12 participants. The fee is subject to actual location and services included.