

# Customer Service Course Outlines

## Customer Service Excellence – Course Outline

**Duration:** 1 day

**Audience:** Practising or potential managers who are responsible for delivering excellent service whether it be internal or external customer service through their teams.

### **Course Overview:**

In order to make full use of the day allocated to the workshop, and to create an impact and instigate change with everyone involved, the workshops will be fast-paced, focused and highly participative.

Delegates will be involved in activities including group exercises that will be facilitated to uncover answers without the continual use of lecture-style teaching. This is achieved by utilising carefully prepared scenarios and activities that engage participants in exploring and sharing their personal experiences, analysing the needs and expectations of their customers and assessing what is done (and not done) to meet them.

In addition to group activities, discussions and exercises there will be some formal input from the trainer on key theories or skills; these will be kept to a minimum and will be presented in a consultative rather than instructional way.

### **Indicative Content:**

#### **Customer Service Overview**

What do we mean by service excellence and where customer service goes wrong

#### **Process Mapping**

The programme consultant will facilitate a session with the delegates 'mapping' the customer life cycle and identifying where customer expectations are set, met or missed. The programme will subsequently refer to the map and develop an understanding of the causes and actions that can be taken to ensure that professional service is always provided to customers.

#### **Scenario Development**

Delegates will work on a small group activity where they will each sketch out the circumstances, behaviours and issues that occur when things do not go quite right during a customer life cycle. The development of the sketches will not seek to resolve the issues that are raised at this stage, rather to bring to the surface all the contributing factors.

#### **Trainer input**

An introduction to Transactional Analysis (TA) will be presented involving direct input by the trainer and issue of backup notes and involvement in an exercise by delegates to explore their understanding of the concept.

The use of TA is powerful and applies to all aspects of communication between people, mostly in face-to-face conversation, but also in the way written communication is

constructed.

### Scenario development

With the input on TA completed, the groups will be invited to revisit their scenarios and demonstrate what actions and behaviours they would change in order to manage each customer service situation most effectively.

The group will be facilitated to ensure that all the situations that need to be addressed are dealt with in respect of:

- 💡 What to do to consistently make customers feel cared for and treated exceptionally well
  - 💡 How to set expectations (and, where possible, exceed them)
  - 💡 What to do when the person asked for is out of the office
  - 💡 How respond to, and handle, complaints and difficult situations
  - 💡 How to say 'NO', without saying NO!
  - 💡 How to use influencing skills to 'sell' ideas or solutions
  - 💡 Assertiveness techniques
  - 💡 Applying customer service principles to written communication
- 💡 Where required, additional input will be provided on, for example, assertiveness techniques and dealing with complaints and difficult situations. Most of these behavioural skills will be explored as a product of covering TA at an earlier stage during the programme.

### Conclusion

The content of the day will be summarised and action plans shared and committed to by participants.

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## Dealing with Dissatisfaction

**Duration:** One Day

**Audience:** Any employee in a customer facing role who may have to deal with service failures in a professional manner

**Group Size:** Up to 12 people

**Overview:** Customers are getting more and more exacting and when combined with organisations over-promising and under-delivering service failures are inevitable. However, a well-handled complaint can turn into a positive experience and loyal customers.

### Indicative Content

#### Communications Skills

This section of the programme looks at the basic individual communication skills required to deal with customers (both external and internal) effectively.

#### Framework for dealing with Customer Dissatisfaction

This section takes the communication skills from the first section of the programme and shows the delegates how these fit specifically into a framework for dealing with customer dissatisfaction.



Participants will understand the framework and how they need to utilise their communication skills at each stage of the process.

We will also explore the process, the standards required when dealing with complaints, the limits of their authority and how to be pro-active.

#### Role play Scenarios – Dealing with Dissatisfaction

The final section of the day will be a number of different role play scenarios. The role play will be based on real-life situations (to be provided by the client). The initial role plays will use one of the following formats

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## Forum Theatre:

In Forum Theatre a difficult situation or dilemma is performed live by the tutor and another for the learners to see at first hand. The learners then have the opportunity to change the behaviour of one of the characters in the scene to try to get a better outcome or to solve the dilemma. This technique allows theoretical learning to be put into practice in a safe environment and also allows different tactics to be tried and compared.

Participants suggest ways of tackling the situation and watch as the results of their decisions unfold. If they decide things are not going as well as they had hoped they can change tactics or even rewind to an earlier point in the scenario. It is an excellent way of bringing theory to life and can also provide a useful bridge between theoretical inputs and role-play.

## Thought Tracking:

Similar in some ways to Forum Theatre, thought tracking is particularly useful for issues that benefit from understanding the other person's point of view such as Customer Service and Equality and Diversity issues. A situation is played out by the tutors and then re-played with pauses at particular points of tension where participants are invited to identify the thoughts and feelings that each character might be having at that particular time.

This technique benefits participants enormously in the development of empathy with the different parties in a situation.

## Hot Seating:

Hot Seating is a technique which is used to explore issues from another's point of view. The tutor in role as a person in a difficult situation is interviewed by the participants in the programme. As the views and feelings of the person on the other side of a situation are revealed the impact on the understanding on behalf of the participants is enormous. We have found this technique powerful when examining issues spanning a wide range of issues from bullying in the workplace to customer service.

## Conclusion to Programme

- Personal Action Planning
- Programme Evaluation

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## Service Superheroes©.....Exceeding Customer Expectations!

**Duration:** One Day

**Audience:** Anyone who has customer contact in the hotel & hospitality industry – whether a new starter or an experienced member of staff who needs brushing up with the basics.

**Group Size:** Up to 12 people

### Overview

There is a proven link between the level of service offered, the level of customer satisfaction and the bottom line of any business.... after all it is primarily a service experience we are offering!

The Customer Heroes Programme focuses participants on the need to understand the customers' perspective, realise the impact of their own behaviour and attitude when dealing with a range of customer service situations.

They will learn the key knowledge, skills and attitudes needed to anticipate, accommodate and exceed customers' expectations – including dealing with difficult situations.

### Indicative Content

The final content of the programme will be developed in line with the client to take account of organisation specific processes, procedures and standards for customer service.

There are four main building blocks to creating Customer Heroes out of your staff. Each of these building blocks can be developed into modules in their own right or the basics of all four can be covered in one day.



### Service Foundations

This is a fresh look at the fundamentals of developing a service excellence culture. It looks at the customer service touch-points and how being a Customer Hero means they can Anticipate, Accommodate and Exceed Customer Expectations.

### Looking to Impress

## Customer Service Course Outlines

This session looks at the customer experience from a wider context and will encompass how company processes and procedures affect the customer experience. It covers the following elements;

- 💡 The environment
- 💡 People
- 💡 Products
- 💡 Preparation
- 💡 Ambience

### Overcoming Obstacles

The best laid plans of mice and men.....despite our best efforts there are a myriad of things that occur and get in the way of providing service excellence. In this session, our Customer Heroes will identify the potential barriers to service and what they can do to overcome each of these. This will include an overview of how to handle complaints effectively.

### The Service Team

This final session looks at how our Customer Heroes can work most effectively together to support one another to enhance the customer experience – especially when there is pressure on organisations to reduce head count but increase productivity.

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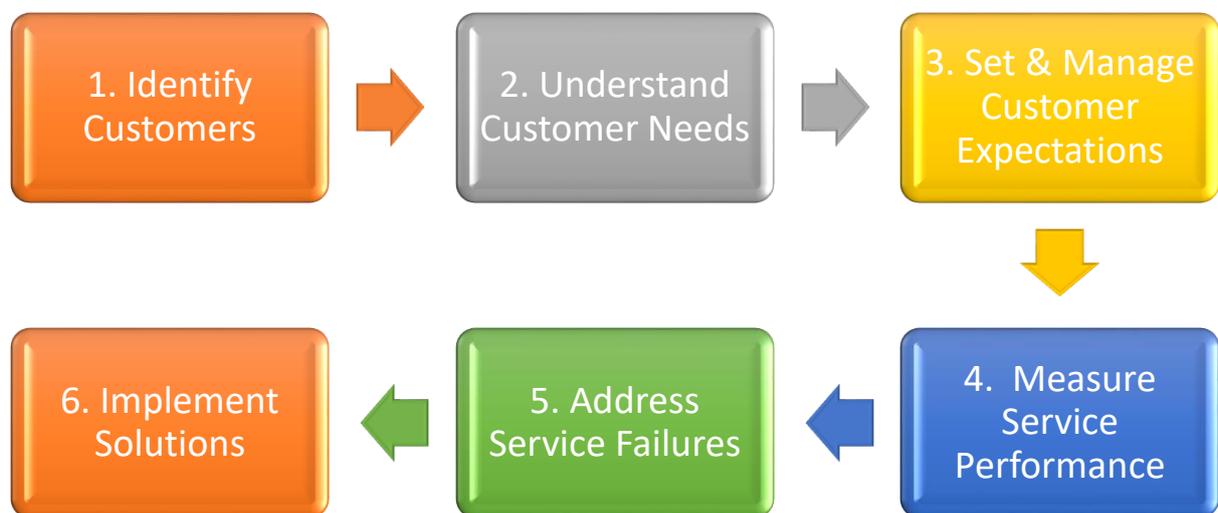
## Setting Service Standards – Course Outline

**Duration:** 1 Day

**Audience:** Managers who would like to better define service standards to improve their customers experience.

**Indicative Content:**

This session will be tailored to meet the specific needs of the client's organisation. It will cover the following elements and how meaningful service standards can be incorporated into each step.



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