

Servicing4Success: Premier Service



Deliver the WOW factor to improve employee retention and customer satisfaction

What You Will Learn

- Improve the Visual, Vocal, and Verbal communication skills of your customer service support staff
- Understand the various levels of the customer experience
- Learn how one negative experience can tarnish a company's image
- Participate in group discussions based on your service experiences
- Learn stress management techniques for the service culture
- Learn various motivation techniques for maintaining a PMA everyday
- Understand the steps in the iSpeak customer service process
- Master the characteristics of good listeners and implement techniques for active listening
- Learn techniques for dealing with difficult customers
- Understand the importance of internal customer service
- Implement new methods of establishing and building rapport
- Utilize questions to identify your customer's needs
- Study the most persuasive words in the English language

Who Should Attend

- Customer Service Personnel
- Sales Professionals
- Anyone who interacts with a customer in person, via email, or over the phone

Course Duration

- 14 hours



Effective customer service at every level of the organization creates the internal service culture that separates the good companies from the great ones. Serving our customers in a manner that will not only meet, but exceed their expectations is the key to creating passionate advocates for your company. This interactive program enhances the customer service skills for anyone that interfaces with an internal or external customer how to deliver the WOW factor by teaching the importance of communication skills, effective listening, how to defuse challenging customers, and how to respond to tough questions.

Course Outline

- **Foundation of Customer Service**
 - Levels of Customer Service
 - What Customers Want
 - Building Customer Loyalty
 - Internal Customer Service
 - Creating a Service Culture
 - iSpeak Customer Service Model
- **Greeting the Customer**
 - First Impressions
 - Moments of Truth
 - Establishing and Building Rapport
 - Communication in Person and over the Phone
 - Phone and Email Etiquette
- **Communication Skills**
 - Communication Factors
 - Using Persuasive Words
 - Positive Customer Service Words
 - Using your Voice
 - Effectively using your Body Language
 - Communication Tips and Techniques
- **Listening to the Customer**
 - Types of Listening
 - The cost of Poor Listening
 - Characteristics of Good Listeners
 - Developing Active Listening Skills
 - Communication Filters
- **Questioning Skills**
 - Types of Questions
 - Identifying Customer Needs
 - iSpeak Questioning Process
 - Follow-up Questions
 - Handling Difficult Questions
- **Responding to Customers**
 - Responsive C.A.R.E.
 - Identifying Challenging Customers
 - Defusing Challenging Customers
 - Bridging and Transitioning
- **Resolving Customer Issues**
 - Acknowledging Customers
 - Customer Service Negotiations
 - Appreciating Customers
 - Customer Follow-up
 - Time Management Techniques
 - Positive Attitude in Customer Service
 - Stress Management Techniques
- **Implement to Improve**
 - Continuous Self Improvement
 - Satori Moments
 - Customer Service Commitments
 - 21-day Habits
 - Customer Service Resources
 - Customer Service Tools

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