

## Customer Service Excellence

### ***About this Workshop***

This program introduces the important facets of customer service, including customer expectations, impact of customer service on your job and business and how to communicate effectively with customers. Participants learn proper telephone technique and etiquette as well as the nuances of telephone and face to face interactions; the importance of body language, and how to handle irate customers. In addition, this program also teaches participants how to identify customer needs, handle objections, present solutions and up sell when appropriate.

After completing this program, you will be able to

### ***Workshop Learning Objectives***

- Explain the benefit of delivering customer service excellence
- Differentiate between good and bad customer service in the workplace.
- Define the terms internal and external customer service.
- Summarize the expectations of customers as well as customer service representatives.
- Demonstrate proper telephone technique as it relates to answering calls, placing customers on hold and transferring calls
- Demonstrate proper telephone etiquette as it relates to the 3 P's – polite, professional and patient; what to say and what not to say.
- The impact of non-verbal communication.
- Demonstrate how to adjust their communication style to meet the prospective customer's needs.
- Explain the differences between listening on the phone and in-person.
- Demonstrate the elements of active listening which include attending, paraphrasing, clarifying and reflecting.
- Ask open and closed-ended questions to uncover customer needs and address their concerns.
- Identify and list common customer complaints and objections.
- Use a 4-step process for handling customer complaints and overcoming objections.
- Use techniques to diffuse a difficult situation.
- Identify opportunities to up sell.
- Identify opportunities to present your customers with alternate solutions.
- Use a communication technique (ARC) to up sell and present alternate solutions.

### ***Who Should Attend***

This program is intended for customer service representatives and inside sales representatives. It will benefit any employee who interacts with customers.