

# Delivering Customership – 2 Days

## *How To Deliver and Exceed Customer Service Expectations*

**Course Description:** This two-day course will examine the customer service process. It will teach each participant ways to impact the customer with higher quality service. This course will focus on shifting the customer from complainer to word-of-mouth advertiser. Participants will learn how to handle agitated customers in a quality manner as well as how to reduce potential problems. They will learn techniques that communicate a caring attitude as well as change customers' perceptions of the service they are receiving. This course will present best practices in customer service companies.

### **Course Objectives:**

- Evaluate current hindrances facing organizations
- Discuss creating a culture which reinforces customer service
- Examine why every company should be concerned about customer service
- Compare customer expectations to customer deliverables
- Define customer service
- Record customer expectations
- Analyze the benefits of customership
- Discuss customer buying habits
- Develop solutions to top customer complaints
- Compare techniques for getting customers to agree with you
- Define ways to build credibility with customers
- Discuss differences between claims, benefits and features
- Identify how to bond with customers
- Analyze steps to help customers give more information
- Predict distinct connections every customer must receive
- Choose human factors which mislead communication
- Judge unspoken signals which distort communication
- Cite way of putting active listening to work
- Compare ways for handling problem customers
- Design methods for calming down irate customers
- Formulate checkpoints to verify integration of customer service
- Identify feedback systems that work
- Design culture for superior customer value
- Create customer value points
- Identify price influencers for the customer
- Define qualities of a customer service superstar
- Compose criteria for customer value points
- Discuss future of partnering and how to move customers into this relationship
- Create action plan for establishing partner relationships
- Label warning signals that customer service is dying
- Develop five ways of turning your customer service into the leader of the pack
- Compare items for adding value to the customer
- Discuss price and how it affects the customer buying behavior
- Create a system for retaining customers long term