



# A MIX OF

# TECHNOLOGY AND TRADITION

## #221 – Deliver Great Customer Service

*Why Should I Attend This Workshop?* Each time a current or potential customer has contact – in any form – with your organization, a “moment-of-truth” occurs. In this moment-of-truth, the customer has an impression, good or bad, about your organization. The impression may not be accurate; it may merely be the customer’s *perception* of your organization’s product, service, or information. However, this perception – even if based on a very brief encounter – determines whether the customer *maintains contact* with your organization. In this highly experiential, Poly Modal based workshop, participants will complete two self-assessments, over 20 exercises, 4 case studies, 3 mini and 4 mastery application activities and complete 5 job aids to master the critical skills of *Delivering Great Customer Service* to internal and external customers.

*Who would benefit from this workshop?* Executives, managers, supervisors, HR generalists, trainers, project leaders, processing staff, customer service reps, or anyone who needs to develop customer service skills for greater success.

<i>What is the framework?</i>	<i>After the workshop, what will I be able to do?</i>
1. Why are we here?	<ul style="list-style-type: none"> <li>• Explain the importance of this competency and workshop in meeting my personal and professional goals</li> <li>• Explain the importance of a positive moment-of-truth</li> <li>• List four (4) myths of great customer service</li> <li>• Explain the impact of poor customer service on my organization</li> <li>• Explain five (5) direct benefits to my organization of delivering great service</li> </ul>
2. What are my Current Behaviors?	<ul style="list-style-type: none"> <li>• Describe the behaviors associated with Customer Service</li> <li>• Assess your current customer service delivery skill level</li> </ul>
3. Learning Model 1: What is Great Customer Service?	<ul style="list-style-type: none"> <li>• Define great customer service</li> <li>• Compare and contrast a customers needs, wants, and desires</li> <li>• Describe three (3) actions to overcome local barriers to great customer service</li> <li>• Describe and classify my major customer groups</li> <li>• List eight (8) expectations my customers have of me</li> <li>• Compare and contrast transactional, situational and relationship customers</li> </ul>
4. Learning Model 2: What are the 3 V's of Communication?	<ul style="list-style-type: none"> <li>• Describe the three (3) components of a perfect communication situation</li> <li>• Compare and contrast the 3Vs of great communication</li> <li>• List five (5) causes of “communication noise” in customer service</li> </ul>
5. How do I . . . Deliver Great Customer Service?	<ul style="list-style-type: none"> <li>• Apply EA 1 – Use the 20 techniques to <i>Manage Your Attitude</i></li> <li>• <i>Mastery Application: Change That Attitude</i></li> <li>• Apply EA 2 – Follow the 19 techniques to <i>Craft a Comfortable Environment</i></li> <li>• Apply EA 3 – Use 6 techniques to <i>Learn Customers Needs</i></li> <li>• <i>Mastery Application: Convey Empathy with Reflective Questions</i></li> <li>• Apply EA 4 – Follow 9 actions to <i>Take Action to Delight the Customer</i></li> <li>• <i>Mastery Application: Know Your Stuff</i></li> <li>• Apply EA 5 – Apply the two-stage process to <i>Solve Customer Problems and Concerns</i></li> </ul>
6. Remember This?	<ul style="list-style-type: none"> <li>• Recall the major terms and concepts learned during this workshop</li> </ul>
7. Mastery Application	<ul style="list-style-type: none"> <li>• Deal effectively with customer concerns and behaviors</li> </ul>
8. Performance Planning	<ul style="list-style-type: none"> <li>• Identify three specific behaviors to practice over the next week</li> <li>• Commit to specific behavior changes at 30, 60, and 90 days</li> </ul>
9. Workshop Evaluation	<ul style="list-style-type: none"> <li>• Identify three strengths and one or more areas for improvement</li> </ul>