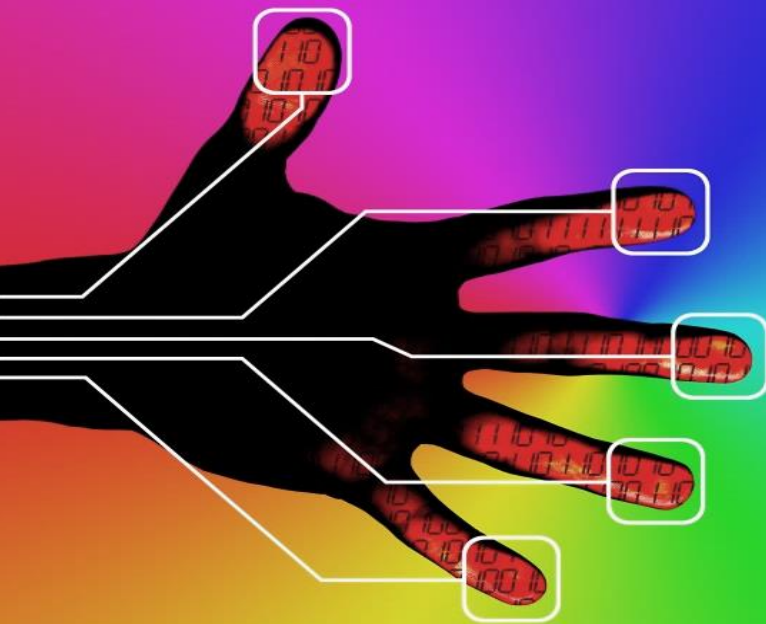




Deliver Service Excellence

transform the customer experience with a human touch



Coverage

Session 1: Deliver exceptional service to all your customer groups

Programme introduction. Begin with the end in mind. What is service excellence? Who are your customers? The commercial advantage. Where are you now? Identifying your moments of truth. Mirroring your organisational values. Developing a robust service statement. Challenges when less choice exists. First things first. Thinking big and acting small. Identifying all of your customers. The 8 stages of service delivery. What great companies do differently. Consistency and reliability. Identifying sources of value. Expectation management. Building commitment levels. Fresh ideas to identify service improvement priorities. Operating as a collaborative team without dropping the ball.

By the end of this practical half-day programme, you will be able to:

- Define service excellence and relate this to your role
- Identify who your customers are and what they want
- Apply the 'think, feel, behave' approach when interacting with customers
- Acknowledge the unique challenges all of your customers face
- Recognise the eight stages of managing customer expectations
- Discover what the best organisations in the world do to provide outstanding service
- Create a customer-facing service statement for your Department
- Adopt a flexible mindset to deliver optimum results
- Develop innovative ways to go *the extra millimetre* through customer driven solutions

'I really enjoyed the entire Human Touch programme – it's been valuable in terms of understanding how any customer feedback can help us to make improvements and shape how we operate as a business. Containing lots of useful insights into understanding different customer behaviour types, and providing practical techniques on how to deal with them. Emphasised the importance of demonstrating to the customer that you will personally take ownership of any issues and confirming the agreed actions which will be take place'. **Company Fleet Manager**



Managing the Customer Experience

create a positive impact - face to face



Coverage

Session 2: Apply emotional intelligence face-to-face to drive positive customer outcomes

First, connect with your customer then assist – building rapport and trust. The importance of first impressions. The customer mindset conundrum - prisoner, protestor, passenger and participants. Empathy in action - putting yourself in the customer shoes. Perceptions and reality. The Pygmalion effect. Hints and tips when face to face with customers. Recognising the range of non-verbal cues. Being proactive, thinking win-win. The language of approach. Asking the right questions. Keeping the customer informed. Maintaining empathy. Asserting yourself – behaviour as a learned response. Applying positive phraseology - reframing statements, you choose your responses.

By the end of this practical half-day programme, you will be able to:

- Recognise the importance of first impressions
- Discover precisely what all of your customers want from you
- Use body language to build rapport and make connections
- Accurately interpret a range of verbal and non-verbal signals
- Evaluate your own ability to step into the customers shoes
- Identify the behavioural approaches which will influence the reception of your messages
- Become a more credible, persuasive and influential communicator
- Mind your language – select positive phrases to influence the outcome of any conversation
- Demonstrate the ability to exercise choice when managing the customer experience

'How to find passion delivering customer service, learning new ways to look at service delivery and different methods and approaches to deal with customers and people. The mindset material has really given me something to think about and will really help when handling and resolving any customer issues. I discovered how my perceptions can affect my work and how I can improve'. **Customer Liaison Officer**



Managing the Customer Experience

create a positive impact – telephone



Coverage

Session 3: Apply emotional intelligence over the phone to drive positive customer outcomes

First, connect with your customer then assist – building rapport and trust. First impressions count. Prisoner, protestor, passenger and participants. Mindset matters – putting yourself in the customer shoes. Perceptions and reality. The Pygmalion effect. What every customer wants first. Telephone communication and phone protocols. Keeping it human. Being proactive, thinking win-win. PAMPER your caller. The language of approach. Recognising verbal cues. Retaining a balance with the locus of control. Asking the right questions. Keeping the customer informed. Asserting yourself – behaviour as a learned response. Positive phraseology – reframing statements, you choose your responses.

By the end of this practical half-day programme, you will be able to:

- Create a welcoming and memorable first impression
- Discover precisely what all of your customers want from you
- Acknowledging the challenges and opportunities of telephone conversations
- Practice active listening to build rapport and make connections
- Establish the root cause of issues and confirm the desired outcomes of customers
- Structure and direct conversations – keeping them timely and on-topic
- Identify the behavioural approaches which will influence the reception of your messages
- Become a more credible, persuasive and influential communicator
- Mind your language – select positive phrases to influence the outcome of any conversation
- Demonstrate the ability to exercise choice when managing the customer experience

'I found the discussions on the locus of control and personal mindset really interesting, asking the right questions and use of the QUERY toolkit were equally valuable'. **Customer Services Manager**



Handle and Resolve Complaints

manage customer feedback by applying a human touch



Coverage

Session 4: Handle incoming complaints with confidence and professionalism

What is a complaint? Why people choose to complain. Resolution models. First, seek to understand, taking on board the issue and demonstrating you are taking it seriously. Planning to act, using positive language. What to avoid saying. Learning to listen more deeply. Picking up on customer communication preferences. Steering the conversation. Dealing with difficult customers. Minimise escalation of conflict through effective conversation management. Making informed communication choices to achieve the outcome you intend. The winning exit. Session includes the option to use real-life scenarios, compliments and complaints from your work environment.

By the end of this practical half-day programme, you will be able to:

- Recognise the common causes of customer complaints
- Begin every interaction with warmth, confirming what your customers want from you
- Apply the 'magic complaint formula' for long-term commercial success
- Acknowledge the impact of the two ways we judge other people
- Manage any unrealistic expectations
- Pick up on a customer's individual communication preferences
- Minimise the escalation of conflict and deal effectively with a range of difficult people
- Handle any complaint effectively using 'The 4 Cornerstones' model
- Use active language and demonstrate ownership of what will happen next

'Great for how to effectively deal with any customer complaint using the four cornerstones'.

Senior Contracts Supervisor



Supporting Internal Customers

building an enthusiasm for in-house service excellence



Coverage

Session 5: Develop a customer focused culture through collaboration and trust

Acting as an ambassador, acknowledging interdependencies and internal customer chains. Forging connections through diverse strengths. Recognising effective ways to foster collaborative practises. Identifying the foundations for a service culture. Fostering personal accountability and avoiding the blame game. Encouraging others to take greater ownership. Understanding the diverse drivers of all of your colleagues – practical ways to acknowledge different motivators to your own. Confirming orientations towards customer influence, customer care, customer strategy and/or customer metrics. Measuring employee engagement levels using *Stay, Stay and Strive*. Applying the IWINC model to strengthen your internal relationships. Creating an inclusive, supportive workplace.

By the end of this practical half-day programme, you will be able to:

- Apply new methods to build enthusiasm for internal service
- Identify what an effective ambassador looks like
- Foster collaboration at work by inspiring greater trust
- Improve both internal communications and working relationships between colleagues
- Consider your image and social media presence - the impact on your wider reputation
- Discover simple ways to encourage others to become more accountable for their actions
- Deal with negative colleagues and avoid the blame game
- Demonstrate organisational buy-in and improve your ability to IWINC
- Position your people as the key service differentiator

'Lots of learning on how to use the end product to promote a process. How to demonstrate you are taking ownership of issues through the language to choose. The IWINC Model will be definitely put into practice'. Property Manager