



Customer Service Best Practices

Today, competition is fierce, and customers have more options than ever before in this century. Failure to listen and respond to the voice of the customer causes stress, anger and frustration for millions of customers and the ultimate failure of those businesses that are not happily and intimately connected with their customers. Today, providing excellent customer service is the best strategy for any company.

This training examines business practices that focus on meeting and exceeding the needs and expectations of the customer. The participants will gain awareness and understanding of strategies and techniques for delivering and maintaining excellent customer service. A business that implements these best practices will enjoy significant customer service improvement over time and will develop a business culture in which employees continue to learn and use superior customer service skills.

The Customer Service Best Practices Workshop will teach your employees how to:

- Demonstrate increased telephone professionalism
- Adapt their individual communication style, through voice, speed and tone, to suit different customers.
- Apply active, empathic listening, with questioning techniques for complete understanding of the customers' needs.
- Manage the conversation with an assertive, "action oriented" approach.
- Effectively address and satisfy a difficult or irate customer.
- Improve personal effectiveness through stress management.