



CUSTOMER SERVICE TRAINING

We understand your role

The Customer Service Training Programme is for delegates to become more professional and effective in the way in which they handle both face to face and telephone service when dealing with customers. Delegates will learn the impact they have on themselves and their organisations when providing the best possible customer service, and will also learn to communicate with customers in a professional and effective manner.

DAY ONE

TOPIC 1: WHAT IS A CUSTOMER?

- Internal Customers
- Interaction with other departments
- Suppliers
- External Customers

TOPIC 2: STANDARDS OF CUSTOMERS

- What is customer service?
- Moment of truth
- Customer Service Policy (CSP)

FORMATIVE ASSESSMENT: CSP

- Customer Service Standards
- Key Performance Areas
- **Group Activity:** Customer Service STDs
- How to "WOW" the customer
- The value adding pipeline
- What is interaction
- The mystery customer
- How to promote your image

DAY TWO

TOPIC 3: MEASURE CUSTOMER SATISFACTION

- Manage Customer Satisfaction
- Key questions pertaining customer service
- Who is responsible for customer satisfaction
- Developing a customer service strategy
- Identifying customer service needs
- Immediate and remote customers

TOPIC 4: CUSTOMER SERVICE AUDIT

- External Customer Service Audit
- **Group Activity:** External Customer Service Audit
- Internal Customer Service Audit
- Identify possible solutions
- Establish Customer Service Levels

FORMATIVE ASSESSMENT

DAY THREE

TOPIC 5: CORRECTIVE ACTION

- Good Customer Service
- Ten Commandments of superior customer service relationships

TOPIC 6: LEVELS OF CUSTOMER CONTACT

- First Level Contact
- Secondary Contact
- Indirect Contact
- Satisfied and Loyal Customers
- Steps to earning customer loyalty

FORMATIVE ASSESSMENT: CUSTOMER EXPECTATIONS

- Feedback to team members
- Recommendations to Management
- Key concepts to remember
- Continuous improvement

BENEFITS OF ATTENDING: Defining good service, Adapting a professional approach to customers, Communicating correctly, Building Customer Relationships, Personal Accountability, Dealing with difficult customers.

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