

DELIVERING EXCEPTIONAL CUSTOMER SERVICE



Length: 2 Days (8:30 – 16:30)

ABOUT THIS TRAINING

Companies that go the extra mile and provide their customers with superior, reliable service have a definite competitive advantage. Delivering exceptional customer service is about so much more than a friendly voice on the other side of the line. It's about commitment, attitude, knowing your business and understanding your customer's needs. This course covers all the essentials you need to succeed.

WHO SHOULD ATTEND

The workshop will benefit front-line, administrative, junior management and middle management staff who are in direct contact with internal or external customers, and who are required to manage a range of customer expectations.

WHAT WILL I LEARN?

This course is designed to:

- The effects of good and bad customer service on your organisation
- How a change in your behaviour can have an impact on your customer and increase customer loyalty
- How to project a professional company image through becoming aware of your product/business
- How to handle difficult customers
- What communication skills to practice so that you become more effective in your customer service role
- How to maintain a positive attitude even in challenging situations

COURSE OUTLINE

Module 1: Knowing your organisation

- Knowing your company's business – the importance of understanding the organisation, its goals and products
- Characteristics of a 21st Century Organisation
- The important role you play in the organisation
- Proactive behaviour and knowledge management

Module 2: What impression do you create?

- Understanding courtesy and etiquette
- The courteous company
- A positive attitude - positive words, tone and body language
- Establishing rapport
- First impressions when receiving visitors

Module 3: Good versus poor customer service

- What is Customer Service
- Evaluate your own Customer Service
- Characteristics of excellent customer service

Module 4: Who is my customer?

- Definition of a customer
- Finding out what customers want and need

Module 5: Customer satisfaction

- Understanding your customer's needs and expectations
- The concept of the moment of truth
- Losing customers
- Confidentiality

Module 6: Turning complaints into opportunities

- Why is a complaining customer your best friend?
- Demonstrating empathy - basic principles for handling irate customers
- Measuring customer satisfaction

Module 7: Communicating positively with customers

- The importance of communication in business
- Sender and receiver
- Listening skills
- Questioning techniques
- Barriers to communication
- Improving the voice communication
- E-mail etiquette

Module 8: Telephone skills and etiquette

- Points to consider when making/receiving a telephone call
- Tone and attitude - what your voice tells your customers about your company

Module 9: Dealing with difficult customers

- Assertiveness
- Remaining calm and professional
- Stress management
- Conflict management

Pricing

WHAT'S INCLUDED:

- A trainer who is a subject matter expert
- A comprehensive learner guide packed with practical tips (PDF for virtual / printed for face-to-face training)
- Digital certificate of attendance
- Post-training Trainer Report

WHAT THE CLIENT WILL PROVIDE:

Option1: Virtual Instructor Led Training	Option 2: Face-to-Face Training
<ul style="list-style-type: none"> • Fast, reliable internet connection • Computer / laptop for each participant - capable of using the meeting software (Zoom or Microsoft teams) and fitted with a microphone and camera • Printing facilities - should the delegates wish to print their course material before the training 	<ul style="list-style-type: none"> • The training venue, refreshments, and meals for the delegates and the trainer • All audio-visual equipment: data projector, flipchart/whiteboard and pens • Pen and paper for the delegates • Trainer's air or road travel (@R 3.50 pkm) expenses and accommodation for training further than Johannesburg or Pretoria.

PRICING TABLE 2 DAY TRAINING COURSE:

Number of Delegates	Price per delegate for 2 Day Training Course (excl. VAT)	Total cost per group based on the number of people attending (excl. VAT)
4	R 6 510	R26 040
5	R 5 208	R26 040
6	R 4 340	R26 040
7	R 3 802	R26 614
8	R 3 396	R27 168
9	R 3 080	R27 720
10	R 2 832	R28 320
11	R 2 606	R28 666
12	R 2 454	R29 448
13	R 2 308	R30 004
14	R 2 184	R30 576
15	R 2 076	R31 140
16	R 1 980	R31 680
17	R 1 900	R32 300
18	R 1 826	R32 868
19	R 1 760	R33 440
20	R 1 700	R34 000

*Terms & Conditions Apply. Prices change depending on number of delegates trained. Please request a formal quotation.

