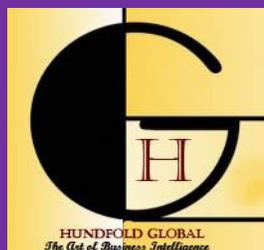# Customer Care Excellence Workshop

An advanced workshop in developing and implementing
Customer Service Strategy

HUNDFOLD GLOBAL
The Art of Business Intelligence

INTRODUCTION

Providing customer service excellence is what will keep your customers coming back.

Customer service excellence will give you the competitive advantage you need to survive in a tough and increasingly uncertain business climate. In today's customer-oriented business environment, "people skills" are critical for personal and organizational success. How you handle your customers can directly affect your individual goals as well as your team's and company's performance. This training seminar on providing good customer service gives you the skills you need to communicate professionalism, gain respect, enhance customer relationships and secure an overall competitive advantage through customer service excellence.

LEARNING OUTCOMES

On completion of the training programme learners will be able to…

- Understand the Customer Service (CS) process;
- Do customer segmentation;
- Manage and develop customer relationships;
- Calculate and understand customer profitability;
- Assess customer defection risk;
- Develop a customer value proposition (CVP);
- Develop a customer retention strategy;
- Know how to provide exceptional front desk service;
- Respond to customer needs and problems; and
- Know how to deal with difficult customers.

WHO SHOULD ATTEND

- Customer service representatives,
- Technical and support personnel,
- Field service representatives,
- Account managers,
- Credit and billing specialists,
- Managers who want customer service training in order to reinforce their skills and train their staffs.

TRAINING METHODOLOGY

The methodology is based on interactive learning, i.e. learners will learn by doing. Furthermore learners will use examples from their own organizations, thus ensuring that the learning is anchored at their workplace. As with all Hundfold Global training programmes, we strive to effect actual change back at the workplace through effective and practical outcomes based training.

Day One:

The Customer Service Process:

- The need for CS
- The process of attracting, acquiring and retaining customers
- Customer focus vs. customer driven
- Reasons why CS fail
- Key success indicators for CS

Creating the CS Black Box:

- Organizational Black Box theory
- Defining inputs
- Defining outputs
- Process theory
- The master scorecard system.
- Direct vs. Inverse organizational relationships.
- Defining behaviour the anatomy of collective mind – Organizational Paradigm
- The Black Box and organizational values

Customer Segmentation:

- Basic principles of customer segmentation
- Identifying target markets
- Profiling variables
- Profile design
- Profile / product mapping

Day Two:

Customer Relationship Development:

- Retention through relationships (process and theory)
- Defining relationship levels
- Defining and quantifying relationship level criteria
- Assessing customers
- Relationship strategy

Customer Profitability:

- Credit risk management
- Assessing customer profitability
- Customer effectiveness strategies
- Cost of retaining profitable customers vs. cost of acquiring such customers

Customer Risk Analysis:

- What are the risks within CS?
- Calculating probability of losing customers
- Calculating impact of losing customers
- Developing customer loss mitigation and contingency plans

Day Three:

Developing the Customer Value Proposition (CVP):

- Adding value through products and services
- Adding value through our people
- Adding value through producing relevant results
- Adding value through communication
- Creating an overall 'WoW' customer experience

Developing your Customer Retention Strategy:

- The cost of farming vs. the cost of hunting
- Evolution or revolution?
- Analyzing the need to compete
- Do we cut the pie or do we create a new pie (Red vs. Blue)?
- Developing the process / project ratio
- Making the choice
- Identifying and developing strategic projects that will enhance customer retention

Providing Exceptional Front Desk Customer Service:

- Defining the 'moment of truth'
- Understanding the power of complaints
- The impact of customer memory
- The customer feedback loop
- KPI's for effective front desk service

Day Four:

Responding to Customer Needs and Problems:

- What do customers want?
- Price vs. quality
- The problem – resolution process
- Negotiating win/ win solutions

Working with Difficult Customers:

- Rules of handling difficult customers
- You can choose how to react!
- Two phases of handling difficult people
- Seven steps to dealing with difficult customers

Body language for CS Practitioners:

- Understanding body language
- Understanding movement of hands
- Understanding movement of feet
- Understanding facial expressions and eye movements

Day Five:

Communication Skills for CS Practitioners:

- The art of effective communication
- Barriers to effective communication
- Relationship-based communication
- Negotiation-based communication

Telephone Skills for CS Practitioners:

- How to answer the telephone
- Working with difficult customers on the phone
- Verbal judo techniques
- Telephone etiquette

From Customer Service to Customer Delight:

- Creating the 'WoW' experience
- Turning customers into fans
- Creating that which others cannot create
- Putting it all together