

Customer Service

Duration: 1 Day

The Value of Customer Care

- Understand Customer Care
- Customer Care and Motivation
- Standing Out with Customer Care

Customers Define Success

- Trends in Customer Service
- The Customer Care Equation

You Make the Difference

- The Human Touch
- Applying the Human Touch

Customer Relationships

- Face-to-Face Contact
- Service Face to Face
- Benefits of Active Listening
- The Value of Complaints
- The Service Recovery Process

Who Is the Customer?

- Customer Relationship Management
- Internal Customers
- Value Chain Management

Engage Difficult Customers

- The Unreasonable Customer
- The Angry Customer
- The Unhelpful Colleague

Increasing Customer Loyalty

- Moments of Truth
- Analyze Moments of Truth

Increase Sales via Service

- Sales Orientation
- Features and Benefits
- The Nature of Persuasion