

## Customer Service Excellence

### Communicating Effectively with Customers

#### Course Objectives

- Define effective communication
- Identify the components of communication
- Become more assertive
- Listen more effectively to customers
- Manage unrealistic and then exceed customer expectations
- Identify the skills required for Customer retention
- Understand empathy and develop rapport with customers
- Manage difficult customer situations

#### Customisation

StressLess Learning works in partnership with clients to customise and refine all course content and duration to suit both organisational goals and individual learners requirements.

All course outlines are therefore to be used as a guide only.

#### Duration

Flexible

#### Target Audience

Anyone wishing to build on their customer service skills in the workplace leading to enhanced retention rates and satisfied customers. Includes skills for handling difficult customers.

#### Course Outline

##### Communication

- Communication versus effective communication
- The process of communication
- Methods of communication

##### Components of interpersonal communication

- Word choice
- Words to be aware of
- Voice
- Body language
- Posture
- Facial and eye expressions
- Style of dress
- Personal space

##### Assertive communication

- What is assertiveness?
- Becoming assertive
- Benefits of being assertive
- Communicating assertiveness
- Fogging, Broken Record, Negative Inquiry & DESC scripting

##### Listening skills

- Listening habits
- How listening impacts others
- Listen to understand
- Demonstrate listening

##### Who are our customers?

- Internal versus external customers
- Internal customer service and its benefits

##### Customer expectations

- 6 Factors customers expect
- What customers want
- Exploring your organisational customer service
- Managing customer expectations
- Achieving customer satisfaction

##### Customer retention

- Building rapport and sustainable relationships
- Demonstrate empathy
- The power of Influence and Persuasion
- Positive social proof
- Power of Reciprocity
- Scenario
- Promote scarcity
- Know your customer
- Personalise the experience

##### Handling difficult customers

- Identify with the customer
- Show empathy
- Listen to understand and clarify
- Demonstrate helpfulness
- Align with their objectives
- Ask questions
- Exhibit professionalism