

Delivering “Outrageous” Customer Service

This course has been awarded Interim Registration by the Services SETA meeting all 8 core criteria for Accreditation D No 057/30-4-02

A unique approach to building a winning Customer Service Style that will make your company really stand out in the eyes of your customer

The level of Customer Service in many South African companies is shockingly low – and companies that can significantly improve their customer service levels are going to outshine all their competitors.

You can achieve these new levels by introducing not just as good, BUT Outrageous Customer Service, and you can learn how to do it in just ONE DAY!

Delivering “OUTRAGEOUS” Customer Service means:

- Cleaning your slate and starting your Customer Service style over
- Deciding why you should “Give a Hoot” about Customer Service
- “Who do I really need to Service” – Who is crucial to getting my salary paid?
- Laugh at Ourselves – “Do we really do that when we talk to customers?”
- Learn from the international “Services Professionals” – Lets get the Rules, Axioms and Mannerisms that make all the difference
- Turn that Guy Around – Dealing with a complaint, and leaving with a compliment
- Making an Impactful Impression that will last – Getting right the small things that make the difference

Who will benefit from attending this course?

Customer Service managers, Supervisors and Staff* Call Centre Managers and Supervisors*Sales Managers*Key Accounts Managers*Training Managers*Credit Controllers*Divisional & Regional Managers*Branch Managers and anyone else passionate about improving Customer Service



What past delegates have said about this one-day this course:

“I thoroughly enjoyed it. I would recommend it to my colleagues”
K Masekela – Sales Coordinator – Huhtamaki SA

“Very interesting, relevant to South Africans across various businesses”
Wendy Richardson – National Service Manager – Standard Bank – Corporate and Investment Banking

“Really got me fired up!”
M Botes – Quality Control Executive – Protea Finance

“Very interesting and informative!”
T Atkinson – International Marketing Assistant – Tiger Brands

“It’s very interesting and you actually learn more about your customers as well as your own behaviour”
K Majola – E Comm Helpdesk – Waltons Stationary Co

“Well presented, realistic and interactive”
G Verve – Client Services Manager – Creda Communication

“Very effective”
D Govender – Area Manager – Amka Products

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1. Start with a “Clean Slate”

Gain clarity on the fundamental points that make or break your Customer Service style

- Erasing pre-conceived ideas of Customer Service
- The role of feelings in Customer Service
- “Well...what exactly is my job then?”

2. “So, who cares?” – Why is Customer Service Important?

Identify and exploit the advantages of “Outrageous” Customer Service

- Using Customer Service as a competitive tool
- “This place meets my needs.” – Extending value perception
- Make sure your Customers come back for more
- Word of mouth advertising – it’s effective and it’s FREE!

3. “What are we actually trying to do?” – Identify and Adapt to Suit your Customer’s Needs

Align your Customer Service strategy to the type of customer you are dealing with

- Retail Customer Service – Dealing with the man on the street
- Business-to-Business Customer Service – dealing professionally with corporate customers
- What do you want your customer to think and feel?

4. Defensive Customer Service – “The South Africa Syndrome”

Learn how to avoid the common pitfalls that are unique to South Africa’s Customer Service Culture

- “I’ll do what I’m told, only because I’ll get into trouble if I don’t” – The pitfalls of ‘mechanical’ Customer Service
- “Me, me, me!” – Focusing on yourself and not on your customer
- “The Blame Game” – Blame shifting instead of dealing with the real issues
- Customer Service problems unique to South Africa

5. “What makes a Dissatisfied Customer?” – Unearthing the Root Causes of Shocking Customer Service

Improve the number of satisfied customers by identifying and dealing effectively with problem areas in your company

- “Giving 50% is OK” (except when it comes to my salary)
- the dangers of being a “clock watcher”
- the ‘So what?’ attitude
- “It wasn’t me!” Taking accountability for actions – or lack of action

6. “OK. So what do I do know?” – Proven Action Points to Great Customer Service

Increase your level of success by applying proven steps to ‘sharpen up’ your Customer Service approach

- 8 rules to apply in every customer service situation
- notes from a real service ‘Pro’ – 10 indisputable axioms
- Phone manners do matter – 5 Key points to remember when dealing with people on the telephone
- Turning a difficult situation into a Customer Service opportunity
- Current examples from successful, world renowned, customer service training programs

7. Create that Positive and Lasting Impression through thoughtful Business Communication

Influence your Customer’s perception of your efficiency through purposeful, professional and direct communication

- What’s in a name? Everything!
- Mind those mindless memo’s
- Calling on a customer is like writing a good ad – benefits, selling points and other key stuff
- The importance of inter-company relationships

8. Role Playing and other Exercises – Make it Practical

The best way to ensure that what you learn is relevant and easy to implement back at work – is to “try it out”. The course includes many practical exercises, demonstrations, role-plays and case studies that bring the topic to life.