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Customer Service Essential

Class Length 1 or 2 Day(s) *Prerequisites* None

Overview

This dynamic, hands-on, and practical workshop will help your organization impact the bottom line with improved customer service skills. Delight your customers by ensuring that everyone understands the basic people skills necessary to create a positive experience.

Then go beyond the basics and create an environment that focuses on service.

Target Audience

All employees who have direct interaction with customers, managers, sales representatives, customer service representatives, receptionists, technical support, and billing and collection specialists

The Problem

- Customer complaints are increasing
- Customer service attitude has become more negative than positive
- Small issues are needlessly becoming big problems
- Basic etiquette such as being polite or smiling has gone by the wayside
- Businesses are losing customer loyalty and repeat business
- Individuals don't understand the impact of customer service on the organization

Our Solution

To Learn to...

- Understand the impact of customer service on the organization and the bottom line
- Improve communication skills for increased understanding
- Identify strategies to manage challenging situations
- Define communication etiquette: email, phone, and face-to-face
- Work with the customer to solve problems • Go beyond just "satisfied" customers

Course Outline

- Customer Service Impact: Repeat, referral, and retention

- Communication Skills: Verbal, visual, vocal communication, listening skills, asking questions, giving instructions

- Communication Styles: Adjusting communication to fit the style of the customer

- Communication Etiquette: Strategies to engage the customer, ways to say thank you, go beyond being polite and excite

- Developing and Delivering a Positive Service Attitude

- Email and Phone Etiquette

- Basic Problem Solving Skills

- Strategies to Manage Challenging Customers and Emotions

- Creating the WOW: Moving from satisfying customer expectations to exceeding customer expectations

- Creating a Customer Focused Culture: Every interaction is an opportunity

- Role Play: Practicing the skills



Customer Service Excellence

Class Length 1 Day(s)
Prerequisites None

Overview

Customer Service is the provision of service to customers before, during, and after a purchase, or when they are soliciting support from the many government or social services agencies. Its importance varies by product, industry, agency, and customer.

This workshop will teach participants what it takes to win with their customers using the principles of the four steps to quality customer service.

Target Audience

Customer Service representatives, technical and support personnel, field service representatives, account managers, credit and billing specialists, small business owners, as well as, managers who want customer service training in order to reinforce their skills and train their staff

The Problem

- Customers complain about your CSRs
- Customers going to your competitors
- Unmotivated, unfriendly, unconcerned, uncommitted CSRs

Our Solution

To Learn to...

- Make the customer your #1 priority
- Capture customer cooperation
- Raise the probability of positive customer responses
- Understand your behavior style and that of others
- Respond effectively to specific customer behaviors
- Build ongoing trust with repeat customers
- Manage a variety of customer satisfaction scenarios
- Enhance skills in negotiating and improve customer problem solving techniques

Course Outline

- Winning with Your Customers
- Do You Have What It Takes to Win with the Customer?
- Comparing Customer Service to a Refrigerator
- What Is Quality Customer Service?
- Four Reasons Why Quality Service Is Important
- Adopting a Customer Service Perspective
- Why Winning at Customer Service Is Important to You
- Four Steps to Quality Customer Service: Transmit a positive attitude, identify customer needs, provide for the needs of your customer, make sure your customers return



It's Not My Fault, but It Is My Problem

Class Length 1 Day(s)
Prerequisites None

Overview

In the world of high-end customer service, there is no issue a customer brings that is not addressed. Regardless if the problem was created by the agent or employee, they see it as their task to bring it to resolution. In this global economy, being nice does not often translate well. We all know that focusing on why being nice is not enough. The magic is *customer respect*.

This course shatters the notion of a customer issue by turning it from a problem into a possibility, from a fault to a moment to shine. It takes the idea of customer service and turns it on its head.

Because it's not about service, it's about resolution. In this one day, facilitated, interactive discussion participants will be called upon to shift the way they think about how to deal with customer issues.

Target Audience

Any employee that communicates with customers

The Problem

- Managers unclear on the impact of their team's actions on customers
- Unmotivated employees pushing customer problems to other teams
- Employees unable to see that each customer issue is an opportunity
- Managers not seeing the long term effects of allowing employees to let customer issues linger without resolution
- Lack of a clear set of critical behaviors for service

Our Solution

To Learn to...

- The key fundamentals to providing exceptional service
- A proven methodology to turn every customer issue into an opportunity to shine
- Shifting from dealing with customer problems to creating long term solutions
- Moving from treating customers as merely "purchasers of service" to partners for the future

Course Outline

- Service: What it is, how we deal with customers now
- The Critical Behaviors of Service for Your Organization:
What do they mean and how they will impact your organization/team/department, customer focus
- Think about the Customer
- Define Customer Service for the Future of Your Organization
- Flexibility: In your role as professional, importance
- Resolving Customer Issues
- Initiative and Decision Making
- Good Decision Making Tactics to Turn Customer Issues into Opportunities
- Communication Changes
- Analyzing and Problem Solving



Automotive Dealership Customer Service

Class Length ½ Day(s) - Entire program
Prerequisites None

Overview

Developing a customer-centric culture is critical to building solid customer relationships. This workshop will help everyone in your automotive dealership understand their role in providing an exceptional customer experience that goes beyond just customer satisfaction.

Exceeding a customer’s expectation, results in retention and referrals. That impacts the bottom line and benefits everyone.

Target Audience

Managers, service advisors, service techs, salespeople

The Problem

- CSI Scores are declining
- Customer complaints are increasing
- Customer service attitude has become more negative than positive
- Small issues are needlessly becoming big problems
- Basic etiquette such as being polite or smiling has gone by the wayside
- Decreased customer loyalty and repeat business
- Employees don’t understand the impact of customer service on the dealership

Our Solution

To Learn to...

- Understand the impact of customer service on the dealership and the bottom line
- Improve communication skills for increased understanding
- Use communication etiquette: email, phone, and face-to-face
- Improve problem solving skills
- Go beyond just “satisfied” customers
- Strategize to manage challenging situations



Course Outline

- Customer Service Impact: Repeat, referral and retention
- CSI: Understanding the importance of these scores as one measurement
- Communication Skills: Verbal, visual, vocal communication, listening skills, asking questions, giving instructions
- Communication Styles: Adjusting communication to fit the style of the customer
- Communication Etiquette: Strategies to engage the customer, ways to say thank you, go beyond being polite and excite
- Developing and Delivering a Positive Service Attitude -Even in Difficult Times
- Email and Phone Etiquette
- Basic Problem Solving Skills
- Strategies to Manage Challenging Customers and Emotions
- Creating the WOW: Moving from satisfying customer expectations to exceeding customer expectations
- Creating a Customer Focused Culture: Every interaction is an opportunity





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