

Enhance Customer Service



ENHANCE CUSTOMER SERVICE: CREATE AN EXEMPLARY EXPERIENCE

There are four primary, yet simple actions required to deliver exemplary customer service and a positive experience that elevates employee performance and retains customers. The customer's experience during a support event has the biggest impact on satisfaction ratings, retention and loyalty, which ultimately impacts the bottom line. In this highly interactive workshop you will learn techniques to easily influence the customer's experience that consistently delight the customer; raising satisfaction, retention and loyalty.

Unsatisfied customers will tell a minimum of 13 others about their experience. It takes 12 positive customer experiences to make up for one negative. A customer is four times more likely to buy from a competitor if the problem is service related versus product or price related. 70% of buying experiences are based on how the customer feels they are being treated. 82% of customers who are dissatisfied with the service they received will not come back or buy again.

Can you afford to have one negative experience impact your performance, team, reputation, or company?

DURATION: Half-day (Full day includes additional practice of navigating a customer situation).

**IN THIS CLASS
YOU WILL:**

- ✓ Learn the four primary actions required for exemplary service.
- ✓ Understand the business case for a positive customer experience.
- ✓ Practice specific techniques and language to deliver exemplary service.
- ✓ Define customer motivations and how to easily adapt and target your response.
- ✓ Learn how to demonstrate ownership and manage the impact of unintended perceptions.

There are numerous activities and discussions. You will develop skills that are long-term and self-sustaining. You will improve performance in ways that maximize professional and personal potential.

WHO CAN BENEFIT: This program is appropriate for service, support, team leads, and professionals who want to manage engagement and customer satisfaction in a significantly more positive and accelerated manner. In addition to improving the annual performance review conversation, this program elevates leadership competence to deal with problems, resolve conflict, manage change, and discover how to bring out the best in everyone.

"Excellent presentation. I liked the help with understanding what the customer hears vis a vis to what I say." [Click here for more testimonials](#)

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