

**Customer Service Excellence (CSE)** is a highly interactive one or two day program that focuses on how you can best serve your customers. People don't normally tell you when service is poor, they just don't come back! Therefore the customer needs to be at the centre of everything we do. We need to understand the customer and their needs; provide services that add value to them and will ultimately drive customer loyalty and customer advocacy. *Satisfied customers are not enough; we want them as references!*

CSE brings together the skills and the process to enable the Customer Service Representatives or Relationship Managers to be more effective at their jobs. They will learn how to build trust and credibility with the customer; how to add value and be able to articulate that value in the form of a *Value Proposition* to differentiate their products and services from the competition. To use questioning and listening techniques to unearth the *real* needs of the customer. They will also learn how decisions are really made and how they can influence those decisions and how to handle objections and be able to turn them into opportunities.

## Who should attend?

CSE is for people who have direct interactions with their customers, whether that relationship is over-the-phone (indirect) or face-to-face (direct). It is equally applicable to the Business-to-Business (B-B) relationship as it is for the Business-to-Consumer (B-C) environment. It is ideal for Customer Service Rep's, Service Delivery Managers, Relationship Managers and anyone who has customer satisfaction targets.

## Program Outline

- Why deliver great Customer Service?
- What is a Customer Service Culture?
- Executing a Customer Service Strategy
- Delivering great Customer Service

## Business Benefits

The business benefits of the *Customer Service Excellence Program* are to:

- Increase customer satisfaction and loyalty through a greater awareness of the customers needs.
- Create competitive differentiation by having the ability to deliver key messages in the form of a value proposition.
- Reduce the risk of losing customers through poor service.
- Provide sales opportunities by delivering a higher quality of service.
- Improve team communication by having a common language and approach to delivering customer service.



A fresh  
perspective  
on **YOUR**  
performance