

THE MARKETING COMPANY

Sales & Marketing Training

CUSTOMER
FEEDBACK
SUPPORT
INNOVATIVE
QUALITY
EXCELLENT
FRIENDLY



Customer Service Excellence™

LiveOnline™ Course

Welcome to your LiveOnline™ course on Customer Service Excellence™

	Tips for getting the most out of this course
1	Make sure you have your workbook ready
2	The course has been written for all 3 learning styles: Visual, Auditory & Kinesthetic (so you need to fill in the gaps: often written in bold on the slides)
3	Do participate in the online questions/quizzes

Below is an overview of the main topics covered in the programme:

Part	Topic
1	Why Customer Service Matters More Than Ever
2	Customer Service Essentials
3	The Impact of Internal Customer Service
4	Creating the Wow Factor

If you have any technical or other difficulties,
please email admin@THEmarketingcompany.com or call +64 6751 0048.

Enjoy the course!

Part 1 – Why Customer Service Matters More Than Ever

Why Customer Service is Everyone's Responsibility



- Customer Service happens at a micro level: _____ to _____
- There is greater competition in business than before
- We are all ambassadors of our company, all of the time
- People are better connected than ever before, good news and bad news spreads far faster & wider.

Notes:

The Importance of Providing Expert Customer Service



- Customers are more choosy than ever
- Customer satisfaction is not enough anymore
- Customer expectations keep rising, year on year.

Notes:

Latest Findings in Customer Service



- Up to _____ of people are likely to spend more money with you if they experience ongoing superior customer service
- People tell up to _____ people about good experiences
- People tell up to _____ people about bad experiences

Notes:

Customer Service Fundamentals



- Its critical to aim at getting it right first time
- Demonstrate CARE in your role – **C**ourteous – **A**ction – **R**equired – **E**very Time
- Look after the customers you have: It costs _____ times as much effort to bring on a new client (or get back a lost customer), than it does to simply look after the ones you already have!

Notes:

Don'ts



1. **Don't** treat customers as merely dollars
2. **Don't** blame your systems, processes or other departments
3. **Don't** give false expectations, people want openness

Notes:

Part 2 – Customer Service Essentials

Face-to-Face



- Look professional (presentation/uniform)
 - Use eye contact
 - Write things down to ensure accuracy
 - Remember the impact of:
 1. Content _____ %
 2. Tone _____ %
 3. Body Language _____ %
-

Phone



- Smile before picking up the phone
- Introduce your name clearly and slowly
- Build rapport – repeat their name (ideally 3 times)
- Empathise with customers
- Confirm & check details, before hanging up
- Remember the impact of:
 1. Content _____ %
 2. Tone _____ %

Notes:

Email



- Always have their name at the top
- Use a line spacing between paragraphs
- Always put in a warm one liner below their name (such as 'thanks for your enquiry')
- Be wary of your email tone
- Be professional: remember that emails can be easily forwarded!

Notes:

Part 3 – The Impact of Internal Customer Service

Internal Customer Service



- **Internal Customers** include colleagues, other departments, even suppliers
- We rely on internal customers to deliver on our promises to our customers



Notes:

Internal Customer Service



- Many people don't view internal customers importantly enough
- People often treat internal customers with less respect than they do external customers
- A greater awareness of each other's roles and responsibilities can help dramatically

Notes:

Becoming a Customer Service-Focused Organisation



- Involve the whole team, in all areas of the business
- _____ the team to have the authority to make decisions
- Learn to say difficult things to customers professionally
- Become a solutions provider to your customers

Notes:

Part 4 – Creating the Wow Factor

Measuring Customer Feedback



- If you can measure it, you can manage it!

Tip: Measure feedback versus what _____, not versus your own pre-set bench mark

Net Promoter Score:

- Rather than measuring **opinions**, you measure **intended actions**
- Ask them: *“On a scale of one to ten (or five) how likely are you to recommend us to others?”*

Handling Customer Complaints



1. Be positive - focus on the long term outcome for both parties
2. Be quick - respond as soon as possible to any and all complaints to avoid escalation
3. Be calm – never respond in anger or impulse
4. Keep communicating – for longer resolutions, people want ongoing communication
5. _____ - if you're the first contact, the client wants you to own the problem.

Notes:



Moments of Truth Homework

- A Moment of Truth is ANY moment at which anyone can form an opinion on who we are as an organisation.
- Perception forms their reality (you are what people think you are until you prove them right or wrong)

Action	Example #1 by you	Example #2 by you
Pick 2 possible moments of truth		
Determine customer expectations		
Measure actual customer feedback		
Create action to overcome any shortfall		
What standards or actions to implement across the whole team		

Creating the Wow Factor



Either

- Do the simple things exceptionally well, all the time

Or

- Create “an unique experience” (e.g. a truffle)

Notes:

Likely Follow On LiveOnline™ Courses:



- Sales Prospecting Excellence™
 - Sales Territory Management Essentials™
 - Gold Calling Excellence™
 - Telesales Excellence™
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For More Help or Questions – Please Contact Us:



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Test Your Business for free: scan the QR code below or visit our website.



Thank you for your participation: Be sure to take action!

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