



Quality Customer Support

Service Excellence Series

The Challenge

As Jan Carlson illustrated in his book Moments of Truth: “ You can make or break the entire customer relationship in the first 30 seconds of contact. **To the customer, your front line people are the company**”.

RADAR Solutions Group Quality Customer Support course provides participants with the opportunity to improve their one-on-one communication skills. The session is highly interactive using a variety of learning methods: visual presentation, lecture, discussion and small group exercises. The course has been designed to improve the student’s understanding of communications and how customer expectations affect the perceived quality of customer support. The course provides insight and knowledge of how to manage difficult customer behavior. The student will learn the highly effective technique of active listening which will also assist in relieving some of the day to day stressors in managing customer relations.

Where participants are the first customer contact, the benefits of the course will be realized in improved customer satisfaction with services provided. The course includes a student manual and handouts which are used to reinforce the concepts taught.

Duration

Quality Customer Support is a one day course delivered for up to a maximum of 15 students at one session.

Course Objectives

1. To understand how expectations and attitude influence the quality of customer service
2. To learn the communication skills which are effective in improving each participant’s ability to deal with customers and co-workers.
3. To explore questioning and listening techniques which can be used effectively in the customer support environment.
4. To identify and practice strategies for effectively managing difficult customer situations.

Benefits

1. Improved customer satisfaction through heightened employee awareness.
2. Improved management of relationships between customers and co-workers

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Seminar Description

As Jan Carlzon illustrated in his book Moments of Truth: "You can make or break the entire customer relationship in the first 30 seconds of contact. To the customer, the front line employees are the company."

RADAR Solutions Group Quality Customer Support seminar provides participants with the opportunity to improve their "one on one" communications even when using the telephone and as a result be better able to handle customer situations.

The session is highly interactive using a variety of learning methods: visual presentation, lecture, discussion and small group exercises. Knowledge learned includes ideas for improving teamwork, handling difficult customer behavior and managing stress.

This seminar is designed to improve the use of the telephone for business communications. Participants learn how the telephone can be used more effectively in their daily contacts with customers and with co-workers.

In situations where participants are the first contact within the company, the benefits of this course are quickly realized in an improved customer "first impression".

In addition to communications and interpersonal skills, we will spend some time learning to understand stress, what causes it and how to reduce it.

Seminar Goals

- ▶ To understand how our attitude influences the quality of the customer service we provide.
- ▶ To learn communication skills that are effective in improving our ability to deal with customers and co-workers.
- ▶ To explore telephone techniques, which are effective in help desk work.
- ▶ To identify and practice strategies for working with difficult customer situations.

Curriculum

Module 1

Satisfying the Customer
Customers Rights

Module 2

Communication Skills
Active Listening skills
Questioning skills
Difficult customer #1

Module 3

The Team Network Concept
Tips for being effective team members
Difficult Customer #2

Module 4

Exploring Behaviours
Behaviour types
Responding to an aggressive customer
Non-assertive behaviour
Assertive behaviour
Difficult customer #3

Module 5

Listening Techniques
Telephone techniques
Voice quality
Difficult customer #4

Module 6

Difficult Customers
Summary
Difficult customer #5
Difficult customer #6