

Exceeding Customer Expectations Class

Class Description:

In this day and age, customers have more options than ever before. What makes your organization exceptional? Why should a customer choose you? In this course, we will discuss the importance of customer service and the impact it has on the customer and your organization. Let's get back to the basics. We will discuss how our body language affects customer service, how to choose our words wisely, and how to communicate with a challenging customer. Other topics include how important it is to measure results of service and how to manage our stress. In an ever-changing and evolving business, one thing remains the same. When serving the customer is the foundation of your business/vision/organization, you have a strong foundation to stand on.

Class Outline:

What is Service? Why is Customer Service Important?

- Defining, at its foundation, what customer service is and why it is important to our organizations

The Basics of Customer Service

- We will discuss the basics that a customer expects from us:
 - Knowledge
 - Honesty
 - Attentiveness
 - Willingness to admit error and make it right
 - Empathy
 - Drive to Raise the Bar

Body Language and Customer Service / Customer Cues

- What are the body language cues that our customers give and what type of body language should we demonstrate when working with customers

Choosing your Words Wisely

- Often our words can make or break our interactions. We will discuss wording that is helpful and unhelpful when speaking with customers

Listening and Dealing with Challenging Customers

- If we have the proper tools to assist the customers that are challenging, often we can turn the service around. We will discuss those tools

Managing Stress

- How do you deal with stressful situations? We will discuss helpful ways to manage our stress levels.

Break

Controlling the Experience

- Who is in the driver's seat of your customer interactions? This section will cover how to have the confidence to take our customers where they need to go.
- Your attitude can make or break an experience. Discussion will surround this and we will discuss ways to stay positive

What Leaders & Associates Can Do?

- It's a team effort. Topics will include what Leaders and Associates can do to make for the most productive environment

How Does Customer Service Impact the Bottom Line?

- Why does being customer centric matter to your organization's success?

Follow Up and Follow Through

- What does it say about your organization if you do not follow up and have follow through? We will take a deeper dive into this.

What Can You Do to Be More Customer Focused?

Measuring Service Results & How Are You Tracking Your Metrics?

- We will discuss why it is important to keep track of your metrics.