



# Creating Customer Service Excellence

How do you keep your customers happy? What can you do to ensure customers will return, will be satisfied, and will refer others to you? It's the little things that pay off big. We'll discuss what customers want, and how you can give it to them. Learn how to create positive customer experiences, and how to set your company ahead of your competitors.

This workshop will give you invaluable skills and information to keep your most important company asset—your customer. The concepts are applicable whether your customer is external or internal. You'll get ideas that you can adapt to your situation.

## Key Benefits of Attending:

### **You'll increase your company's profitability.**

It cost six times as much to attract a new customer as it does to keep a current one happy. It clearly makes sense to invest in keeping those customers happy. This workshop will focus on how to do that easily.

### **You'll assess your customer service skills and attitudes.**

Understand what behaviors and attitudes are key to customer service excellence.

### **You'll know why it's important to create customer service excellence.**

Unsatisfied customers create tension, stress and a bad reputation for your organization. You actually *want* your customers to complain. Understand how to turn a complaint into a learning opportunity.

### **You'll be able to listen effectively to your customers' needs and comments.**

By listening completely, your customers' needs or problems can be solved more fully and quickly.

### **You'll understand how to create an environment for customer satisfaction.**

What do customers want when dealing with your organization? How can you serve your customers excellently and still get your other job responsibilities done? Learn how to communicate a positive attitude even on those tough days.

### **You'll learn how to serve customers over the telephone, pleasantly, politely, even in difficult situations.**

Customers can hear your frustration and hurriedness through the telephone. Learn how to respond appropriately in all kinds of telephone situations from answering, taking messages, helping them get to the point, and ending the call.

### **You'll know how to initiate conversations with customers so s/he begins with a positive experience.**

Set the tone with your greeting. Learn ways to begin and end your interaction with the customer so they feel good about the conversation.

### **You'll understand how to choose words that enhance the customer's experience.**

The words you choose can either communicate your interest and caring in serving the customer, or just the opposite. Learn to use words that are "Communication Beginners" and avoid "Fight Starters."

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**You'll discover how your body language shows the customer you're interested in assisting them.**

Much of your communication with the customer is through your body language and voice tone. Learn to make sure you're communicating positive messages.

**You'll know what you can do to prevent customers from becoming unhappy.**

Your personal presentation, body language, and words make a significant difference as to whether a customer will be happy—or upset.

**You'll know how to calm the upset customer.**

If upset customers are responded to promptly and professionally they will become some of your most loyal supporters. Learn how to create agreeable, win/win solutions.

**You will feel better about yourself, your customers, and your organization.**

People want to be proud of themselves, what they do, and where they work. When people are encouraged to take responsibility and use their judgment they feel better about themselves. This positive attitude is expressed to the customer.

## **Course Objectives:**

Participants will:

- Become aware of the critical role they play in the success of their company.
- Understand that they can help create the image they are helpful and responsive.
- Respond pleasantly to customers' questions.
- Understand how their voice tone sets the tone for the conversation.
- Learn positive word choices to help create positive customer interactions.
- Know how to listen to customers more effectively.
- Know how to defuse customer anger.

## **Needed Materials:**

- "Creating Customer Service Excellence" workbook

## **Additional Reinforcement Materials:**

- *Calming Upset Customers* book, \$13.95
- *Quality Customer Service* book, \$13.95
- *Beyond Customer Service* book, \$13.95
- *Measuring Customer Satisfaction* book, \$13.95
- *Twenty Ways to Improve Customer Service* book, \$13.95
- *Managing Quality Customer Service* book, \$13.95
- *Telephone Courtesy and Customer Service* book, \$13.95
- *Telephone Skills from A to Z* book, \$13.95
- *Customer Satisfaction: The Other Half of Your Job* book, \$13.95
- *Success as a CSR* book, \$13.95

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