

Synergy *Greek: synergos – working together...of two or more agents to produce an effect greater than the sum of their individual effects*

Customer–centricity EXTRAORDINARY SERVICE

This course can be delivered virtually but preferably face-to-face

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This programme can be tailored

5

EXTRAORDINARY CUSTOMER SERVICE

1–2 day programme

OVERVIEW

- Your context – how surveys show demands for service are getting higher
- The need to shape perceptions – why you make the difference
- Looking after our attitude & developing our competence and knowledge
- The importance of sharing information and looking after your environment
- Verbal and non-verbal skills – know your preferences and learn to adapt
- Listening, pacing, probing & leading
- Dealing with different types of people, handling difficult clients & complaints
- When things go badly wrong, handling emotion and turning it around
- Working with procedures while working for improvement

OBJECTIVES

1. To inspire a service culture of both professionalism & enthusiasm
2. To build on individual capability & re-focus attitudes & skills to be proactive
3. To develop communication skills to deal with challenging situations
4. To enhance continuous improvement

RESULTS

Greater self-confidence & self-assurance
 Higher energy and dynamism
 Stronger commitment to customers
 More satisfied internal/external clients
 Less complaints & disaffection

TOOLS

Language pitfalls & positive phrase list
 Continuous improvement plan
 Insights communication tool
 Client profiler document

THE DIFFERENCE BETWEEN ORDINARY AND EXTRAORDINARY IS THAT LITTLE 'extra'

CONTENT:

1. Thoughts, feelings and actions – creating trust
2. The 3 key factors: Impression–Process–Attitude
3. 'Moments of Truth' and taking responsibility
4. The Magnificent 7 – measurable values & criteria
5. Live examples of good & poor service – the 4 levels
6. The Rude–Hospitalable–Indifference conundrum
7. Mad, Sad, Scared, Glad – dealing with emotion
8. Team games – We're in this together so pull your weight!
9. Service communication skills – phone, face-to-face, email
10. Being adaptable with clients to get results
11. Why complaints are gifts & the L.A.D.D.E.R. Formula
12. Handling 'screamers' or very difficult calls
13. 'Coffee stains' – controlling language and environment
14. 10 ways to continuously improve
15. How to handle 'elephants' [unpopular policies]
16. Recovery strategies when things go wrong
17. Five commandments for service superstars!

WE ADAPT THIS CONTENT FOR CHAMPIONS & TEAM LEADERS

- Role plays, games, challenges and discussion exercises are designed to create an environment for inspiration, energy, commitment and fun!
- This programme can be delivered as a small group, intensive, personal workshop or as an inspirational seminar aimed at audiences of 20 and higher.
- Where applicable we can offer individual behavioural reports that enable participants to understand their preferred communication styles. This provides specific and personal feedback while also contributing advanced communication techniques to refine their approach with clients