



EXCEPTIONAL CUSTOMER SERVICE



'TO SATISFY THE CUSTOMER IS THE MISSION AND PURPOSE OF EVERY BUSINESS.'

Peter Drucker, renowned business management academic and author.

Are your clients and customers impressed every time they contact you? Would they say that dealing with your company is a positive experience?

Excellence in customer service is integral to an organisation's strategy and planning – it is not just about the standards, systems, products and services an organisation has to offer, it's also about the attitudes, knowledge and skills of the people who work within the business.

Customers are the most important person in any business; they are the lifeblood of the business. In fact the customer is the end goal of business, since it is the customer who pays for supply and creates demand. Meeting the wants, needs and expectations of the customer is the overriding purpose of the work of every employee in every organisation.

- The importance of good customer service becomes crystal clear when we look at this set of customer statistics.
- It is 5-7 times more expensive to acquire a new customer than it is to keep a current one.
- 59% of customers would happily try another brand for a better customer experience.*
- On average, loyal customers are worth 10 times as much as their first purchase.
- Multiple research reports show that customers are willing to spend more with a company that they felt provided an outstanding customer experience and excellence in customer service.
- 68% of customers who leave a company do so due to bad service.*
- For every customer who lets an organisation know they are unhappy, there are another 26 who simply change to a competitor.

**American Express Survey*

**What does excellence in customer service mean to your frontline staff?
Are they equipped with the skills to represent your organisation positively?**



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This in-depth four module course equips frontline staff with the interpersonal skills and attitude to deal positively and effectively with customer and clients, whether face-to-face, over the phone or electronically. It provides them with a comprehensive overview of the fundamentals of excellent customer service and reframes their thinking on the importance of their client communication.

The course supports the planning and implementation of goals to improve personal and team customer service performance – delivering an identifiable Return on Investment for the employer.

Comprising four 2.5 hour modules on a fortnightly basis, the Exceptional Customer Service course is delivered through a blend of different learning experiences to produce meaningful results.

Overview Meeting

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| Overview meeting | Possible goals and objectives to be achieved during the program |
| Workshop Activity - Waste | Goal planning sheets - Personal goals |
| Workshop Activity - Challenges, issues and possible development needs | Goal planning sheets - Team goals |

Module 01

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|------------------------------------|--|
| Introduction | Attaining excellence in customer service |
| What or who is a customer? | Taking a customer's perspective |
| What is service? | Needs |
| What is customer service? | Your personal role |
| What is customer experience? | Conclusion |
| The importance of customer service | |

Module 02

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| Introduction | Building Relationships |
| Developing A 'Be Of Service' Attitude | Learning From Your Customers |
| Customer Service Knowledge | Developing Resilience And Personal Stamina |
| What Customers Really Want | Conclusion |
| Exploring Key Attributes | |

Module 03

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| Introduction | Listening Skills |
| Understanding Customer Expectations | Questioning Skills |
| Understanding And Applying Key Customer Service Skills | Positive Language Skills |
| Clear And Constructive Communication Skills | Closing Skills |
| Written Communication Skills | Using Your Skills To Handle Customer Complaints |
| Communication Style Flexing Skills | Improving The Overall Customer Experience |
| | Conclusion |

DELIVERY OPTIONS & PRICING

| | OPEN | IN-HOUSE |
|-----------------------|------------------|---------------------|
| Delivery Format | ✓ | ✓ |
| Price (including GST) | \$825 per person | Contact for pricing |

Further information & bookings: Visit www.lma.biz or call AU 1800 333 270 | NZ 0800 333 270