



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 customer service 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 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 customers 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.

This program consists of four two-and-a-half-hours interactive Zoom workshops and delivers two essential customer service competencies:

BSBOPS304 - Deliver and monitor a service to customers

BSBOPS305 - Process customer complaints

Overview Meeting

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 1

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?	
The Importance of Customer Service	

Module 2

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	
Exploring Key Attributes	

Module 3

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

DELIVERY OPTIONS & PRICING

	OPEN	IN-HOUSE
Delivery Format	✓	✓
Price (including GST)	\$950.00	Contact for Pricing