

HUMAN SKILLS COURSE OVERVIEW

Course Category:
Delight Customers

Course Name:
Customer Service
Essentials: *Create
Value in Every
Customer
Interaction*



COURSE DURATION: 1 Day

Gauteng

3rd Floor, 34 Whiteley Road,
Melrose Arch
Johannesburg
2196

Gauteng

192 on Bram
192 Bram Fischer Drive
Ferndale, Randburg
Johannesburg
2160

Cape Town

3rd Floor, Thomas Pattullo Building
19 Jan Smuts St
Cape Town
8000

Durban

9 Mountview Close
Broadlands
Mount Edgecombe
Durban
4302

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COURSE OVERVIEW

The workshop looks at all kinds of customers and how they can be served in a better way. The aim is to enable continuous improvement. Participants will be provided with the skills to deliver excellent customer service in-person, over the phone or through other communication channels.

DELIVERY METHOD

Our courses have flexible delivery options:

- In-person classroom training at the Impactful training facilities
- Virtual instructor-led training
- Nationally on-site at the client

COURSE OBJECTIVES

This **one-day** learning programme is designed to equip participants with the knowledge, skills, and attitudes needed to provide exceptional customer service and contribute to the overall success of the organisation.

COURSE OUTLINE

Module 1: Introduction to customer experience

- Importance of customer experience in the success of the organisation
- Define customer experience and its components
- Role of customer experience in building customer loyalty
- Describe of a customer experience charter and its elements

Module 2: Develop a customer-centric mindset

- Understand customer needs and expectations
- Cultivate empathy and active listening skills
- Embrace a positive attitude towards customers

Module 3: Effective communication

- Verbal and non-verbal communication skills
- Questioning techniques for uncovering customer requirements
- Handle challenging customer conversations

Module 4: Problem-solving and conflict resolution

- Identify customer issues and complaints
- Root cause analysis for effective problem solving
- Strategies for resolving conflicts and turning negatives into positives

Module 5: Going the extra mile

- Personalise and tailor service to individual customers
- Create memorable customer experiences
- Surprise and delight tactics to exceed customer expectations

Module 6: Manage customer expectations

- Set clear and realistic expectations
- Transparency in communication about policies and procedures
- Deal with unmet expectations and customer disappointment

Module 7: Handle difficult customers

- Identify different types of difficult customers
- Strategies for de-escalation and conflict management
- Turn difficult customers into raving fans

Module 8: Multi-channel customer support

- Effective communication across phone, email, chat, and social media
- Consistency in brand messaging across channels
- Adapt communication styles to different channels