

Excellence in Customer Service

About the programme

This programme allows delegates to understand the concept of in depth customer service and to think through the individual and team actions, behaviours and processes to deliver excellence in customer service. The result can have a crucial effect on business satisfaction, business retention and increasing profitability.

By starting with the commercial and business reasons behind excellence in customer service, it makes some of the more surface elements of customer service to have more day to day relevance.

For organisations that have to thrive on service, the tools of customer service can deliver added value in business every single day!

This programme looks at both the processes of customer interaction and also the softer personal skills and tools.

If implemented correctly over time, existing business will be retained, repeat business will occur and the customers will have good positive feelings towards the team and the organization.

All RFM programmes are interactive, engaging and use a range of different coaching techniques so that delegates have a fun, informative and interesting learning journey, based on the needs and scenarios that exist within their own organisation.

Programme Content - Strategy

- **The role of customer satisfaction in business.**
- **Commercial considerations - growth in margin and profit**
- **Customer service as part of the marketing or business cycle**
- **Customer satisfaction models**
- **Customer insight – what do they say? - the good, the bad and the ugly**
- **OK, Good and WOW – the goals for customer service**
- **Customer service models - Fridge and friendly– a fine**
- **Customer service models - Flower of service**
- **Customer care policies**
- **Internal communication and zippering – team work & delivering customer service to internal departments.**

Programme Content – Tools of the Trade

- **Greetings and initial impressions**
- **Working in different mediums- face to face, telephone, email, mobile**
- **Opportunity spotting**
- **LAPASA - dealing with angry customers**
- **Features, benefits, proof, –areas of competitive edge**
- **Knowing products, knowing customers, knowing the organization**
- **Dealing with old baggage – history**
- **Short & long term future plans**
- **Measurement of effect.**

Outcome

Delegates will have a greater understanding of customer service and the real value it can bring to an organisation.

Additional tools can be created in the form of internal posters, deskware, toolkits etc. which all form part of a well-structured programme/initiative.

Past Customer Service Programmes

- **Total Food Marketing Wales/Cywain programmes – food and land based clients**
- **Calmac plc (www.calmac.co.uk) Calmac Cares – customer service programme for 700 staff**
- **AMEC (www.amec.com) Engineering services to the energy sector**
- **Agrico plc – seed potato business – farmers and trade etc.**
- **Eurospar, Wales – retail of local products**
- **Spectrum Service Solutions – Cleaning and maintenance organisation – large contract stadium cleaning.**

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