

CUSTOMER SERVICE

The mastery of customer service can mean the difference between success and failure. The corporate trend of raising customer service is a business necessity. Customers are more willing to forgive a product failure than a service failure by a ratio of 5 to 1. If customer retention is important, then improving customer service must be the tactic. Unfortunately in many companies, the customer has become a low priority. When people are not treated according to their expectation, they will take their business elsewhere. What's more, they relay their bad experience to ten or more other people. The question then becomes not whether to improve your company's service standard, but how. Excellence in customer pays off dramatically to the bottom line in every industry.

As with all of our results-oriented processes, the facilitation is customized to meet the specific customer service issues within your organization. Based on our years of experience working in this arena, we have found that the specifics related to each company and industry will be unique. However, there are some fundamental issues that this process is built upon that will grow, improve, and enhance the satisfaction of your customers and can help your organization grow and become more profitable.

Assessment

Through the introduction of this customer service process each individual will assess their personal communication styles, attitudes, human relation skills, goal setting techniques, and develop a plan of action that will aid in their individual success.

Beyond Customer Service

By thoroughly understanding the organization's values and philosophy regarding customer service, the participants will be able to properly identify what customers want, and how their individual interaction with every customer contributes to the creation of customer loyalty and overall success.

Communications

Effective communication techniques are critical to customer satisfaction. Developing effective methods for handling complaints, and mastering difficult situations will allow your employees to make positive impact during that very important "moment of truth." This process will specifically deal with listening skills in order to enhance the ability to go that extra mile for your customer every time.

The Competitive Advantage

Continuing to focus and develop the processes necessary to enhance customers' interaction will lead to better customer relationship, customer longevity, and customer loyalty. Happy customers lead to more customers which lead to a financially healthy and profitable company.

*"The mastery of customer service
Can mean the difference between
Success and failure."*

**Issues Covered in the
Customer Service Process:**

- How Customers Define Service
- Your Role in Your Company's Success
- Effective Communications
- Cultivating Empathy
- Handling Complaints
- Estimating Quality of Service
- Understanding Human Behavior
- Customer Bill of Rights
- The Art of Listening
- Improving Telephone Skills
- Mastering Difficult Situations
- Excellence in Service

The Results are Measurable

- Customer Loyalty
- Customer Retention
- New Customer Growth
- Satisfied Customers
- Customer Complaints Decreased
- Increased Sales
- Satisfied Employees
- Improved Profitability
- Increased Share of Market