

Providing Outstanding Customer Service | 2 Days

In today's competitive marketplace, outstanding customer service is what sets you and your organization apart. It is what brings customers to you, persuades them to select your offering over others, and keeps them coming back. But how do you provide excellent customer service and stand out from the crowd? This course offers practical tools and techniques to win clients, create loyal advocates for your business, and deliver excellent customer service.

WHO SHOULD ATTEND:

Operations managers, account representatives, customer service staff, help desk and technical support, and anyone working directly with customers.

JOB ROLES:

Personal Development
Leader of Teams/Projects
Leader of Managers/Departments

OBJECTIVES:

- Define customer service in relation to both internal and external customers
- Recognize how your attitude affects customer service
- Identify your customers' needs
- Generate repeat business with outstanding customer service
- Build goodwill through in-person customer service
- Provide outstanding customer service over the phone
- Connect with customers through online tools
- Deal effectively with difficult situations

COURSE OUTLINE:

Customer Service – A Baseline

Recognizing Your Customers
Understanding Your Role in Customer Service

Developing A Customer Service Mind-Set

Leveraging Your First Impression
Feeling Positively About Customers
Mastering Moods and Emotions

Identifying Customer Needs

Understanding the Customer's Situation
Avoiding Assumption and Prejudgment
Meeting Basic Needs
Seeking to Exceeding Expectations
Building Repeat Relationships

Connecting with the Customer

Achieving Authenticity through Body Language
Responding Effectively to Problems
Mastering Online Etiquette
Seeking Customer Feedback

Dealing with Difficult Situations

Effectively Addressing Complaints
De-escalating Anger
Establishing Common Ground
Remaining Calm, Respectful and Objective

Delivering Outstanding Service

Creating a Memorable Customer Experience

We Ensure Personal & Professional Growth Through:



TOPIC-SPECIFIC, REINFORCEMENT MATERIALS TO ENRICH YOUR JOURNEY

eBooks, On-Demand Courses, Quick Videos,
Personal & Team Assessments, Tools & Templates.

Post-Class Reinforcement Materials

Each of the Leadership and Professional Development courses include a suite of post-class reinforcement materials that are unique to each title. Content such as e-books, quick videos, personal and team assessments, tools and templates, and other materials, have been selected to ensure that you continue your journey to ongoing success beyond the classroom. All e-assets, such as books and videos, come with 1-year access.

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Reinforcement Videos

- The Importance of Diversity of Thought Featuring Peter Thonis
- Diversity Is Good Business featuring David Bell
- The Role of Creativity and Diversity in Leadership featuring Linda Hill
- Diversity in Business featuring Sahar Hashemi
- Why Strategic Diversity Management Now? featuring Roosevelt Thomas
- Open Innovation: The Power of Diversity featuring Dwayne Spradlin
- Lead Like Improvisers: The Importance of Diversity featuring John Sweeney
- The Leader of the Future featuring Marshall Goldsmith
- Are You Diversity-Challenged? featuring Roosevelt Thomas
- Redefining Diversity featuring Roosevelt Thomas
- Diversity and Creativity Drive a Culture of Innovation featuring Sir Ken Robinson
- The Importance of Diversity for Creative Energy featuring Danica Purg
- Dirty Dozen Rules of Talent Management: Rule #2 - Pick Talent Against the Corporate DNA featuring Tim Sanders

Book Summaries

- *The Leader of the Future 2: Visions, Strategies and Practices for the New Era* by Frances Hesselbein and Marshall Goldsmith (eds)
- *Deciding Who Leads: How Executive Recruiters Drive, Direct & Disrupt the Global Search for Leadership Talent* by Joseph Daniel McCool
- *The Wisdom of Crowds: Why the Many Are Smarter Than the Few and How Collective Wisdom Shapes Business, Economies, Societies and Nations* by James Surowiecki

Blueprints

- *Tapping Diversity to Maximize Innovation* by Julien C. Carter, Pipier L. Bewlay, Val M. Berry and Georgia Coffey
- *The Role of Diversity in Driving Employee Engagement* by Cynthia Owyong, Brenda Mullins and Yvette Meléndez

Leader-Led Activities

- Diversity Preconditions Discussion Guide
- Personal Awareness Discussion Guide
- Dimensions of Diversity Facilitation Guide
- Diversity Trends Facilitation Guide
- Diversity Management Practices Application Guide

Self-Assessment

- Diversity Benefits
- Conditions for Learning and Effectiveness

Business Impact

- Business Impact: Understanding Workplace Diversity

Challenge

- Challenge: Managing Diversity

Tools

- Business Diversity Trends
- Layers of Diversity
- Leading Diversity
- Personal Awareness
- Strategic Alignment
- Diversity Practices

Test

- Leadership Advantage Test Yourself: Managing Diversity

Core Message

- Leadership Advantage: Managing Diversity 2.0

Case Study

- Business Trends and Diversity Implications
- Diversity Dimensions
- Diversity Tensions
- The Role of the Senior Team

Key Concept

- Key Concept: Business Diversity Trends
- Key Concept: Business Benefits of Leveraging Diversity
- Key Concept: Layers of Diversity
- Key Concept: Diversity Yesterday and Today
- Key Concept: The Evolution of Diversity
- Key Concept: The Leader's Role
- Key Concept: Common Purpose and Awareness
- Key Concept: Strategic Alignment
- Key Concept: Supportive Environment
- Key Concept: Management Practices and Infrastructure

e-Books

- The Etiquette Edge: Modern Manners for Business Success; Second Edition
- Managing Across Cultures: The Seven Keys to Doing Business with a Global Mindset
- The Human Equity Advantage: Beyond Diversity to Talent Optimization

Videos/Courses

- Manage for Mission; Innovation; and Diversity
- Intergenerational Cohesion
- Experience New Cultures to Soften Bias
- Cultural Communication

Materials listed above are representative and do not include all assets, which are subject to change as titles and resources are always being updated.