



4D Training

Exceptional Customer Service

Objective

To raise the awareness of customer service and assist delegates in providing exceptional customer service

Who should attend?

All staff who directly come into contact with customers, both face-to-face or on the phone

Course Content

- Customer Service – what it is and what it isn't
- Creating service that 'delights' people, not just satisfies
- Consequences of poor service
- Importance of 'first impressions', as viewed from the customer's standpoint
- Giving customers the wrong impression
- The 3 principles of exceptional customer service
- Superior Service Questionnaire – How good am I?
- Nature of communication – what it actually is and why it goes wrong between people
- Completion of a Personal Communication Style Questionnaire
- Building rapport with people
- Factors of good and bad communication on the telephone
- Active listening skills on the phone
- Factors of voice that add and detract from the message and image being portrayed
- The differences between assertive, passive and aggressive behaviours
- Three steps to assertive behaviour to help turn customers around
- Coping with anger and complaining customers

Duration

1 day



4D Training

Receptionist Skills

Objective

To raise the awareness of customer service at the reception desk and assist delegates in providing exceptional customer service

Who should attend?

All front line reception staff who directly come into contact with customers, both face-to-face or on the phone

Course Content

- The 7 roles of the Receptionist, and the skills and qualities required
- Customer Service – what it is and what it isn't
- Creating customer service that 'delights' people, not just satisfies
- Consequences of poor service
- 'How Good a Receptionist Am I?' questionnaire
- Importance of 'first impressions', as viewed from the customer's standpoint
- Giving customers the wrong impression
- Communication – what it is and why it goes wrong
- Importance of positive body language and how to demonstrate it
- Completion of a Personal Communication Style Questionnaire
- Factors of good and bad communication on the telephone
- Transferring calls in a professional manner
- The 4 P's of voice (Power, Pitch, Pace, Pronunciation)
- Identifying the types of difficult Callers and tips / tactics for dealing with them
- The 6 'W's of message taking
- Dealing with irate customers
- Case studies to reinforce the learning

Duration

1 day



4D Training

Telephone Techniques

Objective

To raise the awareness of customer service on the telephone and assist delegates in providing phone service excellence

Who Should Attend?

All staff members who use the telephone as part of their normal duties. This course is particularly appropriate for delegates in Contact Centres

Course Content

- Nature of communication and why it is misinterpreted
- Own personal communication style in business dealings with others
- Importance of first impressions from the caller's standpoint
- Giving callers the wrong impression
- Challenges of communicating by phone
- Developing rapport with callers
- Factors of good and bad communication on the telephone
- The 6 W's of message taking
- Active listening skills on the phone
- Factors of voice to add impact – the 4 P's
- Tactics and tips to cope with anger and complaints
- 3 steps to assertive behaviour
- 6 steps to an incoming call
- Detailed self assessment on call handling skills

Duration

1 day



4D Training

Workshop Features

A variety of training methods are used on the workshops, including syndicate and group discussion, exercises, questionnaires, demonstrations and 'mini skill practice'

The Trainer's approach is relaxed, informal, business focused and facilitative

Delegates will be supplied with full support documentation, supplied in spiral bound format. Included in the delegate manual will be additional, self-study material for post-workshop reflection and background reading

During the day, delegates are encouraged to devise an action plan of behaviours that they need to start, stop or continue doing (but do more of), and to work on the plan after the workshop. We recommend that line managers of the delegates discuss / agree plans with delegates immediately after the workshop

A feature of the workshops is the use of a Knowledge/Skill Checklist (see overleaf for sample)- a list of the knowledge and skills being developed. The participant self-rates at the start and finish of the day, to establish the extent to which they have benefited from the workshop. This also gives them, and their line manager, further analysis of their strengths, highlighting any further development needs

A mini exhibition of interpersonal skill books, additional handouts and 'hints and tips' sheets will be provided in the training room, for delegates to visit during 'down-time' e.g. at breaks; finishing an exercise before others



SAMPLE KNOWLEDGE / SKILL CHECKLIST

In order to ensure that learning objectives are met by the course:

BEFORE THE COURSE: Rate your ability on a competence scale of 1-5 as follows: -

1= No knowledge/skill

2= A little knowledge/skill but considerable development required

3= Some knowledge/skill but development required

4= Good level of knowledge/skill displayed, with a little development required

5= Highly competent – no/very little development required

WRITE your numerical rating in the 1st column. **AFTER THE COURSE:** Repeat the exercise, writing your new rating, in the 2nd column

COMPETENCE	PRE. (1-5)	POST (1-5)
1. Understands the principles that underpin superior customer service		
2. Delivers customer service that delights customers		
3. Can define the meaning of 'communication'		
4. Understands why 1-1 communication goes wrong between people		
5. Is aware of 'first impressions' given to others		
6. Can describe a range of good and poor telephone handling traits		
7. Understands the range of voice factors that affects communication – the 4 P's and their impact on customers		
8. Is an effective listener		
9. Handles an incoming telephone call in a structured way		
10. Understands the meaning of the word 'assertive'		
11. Is assertive with others, utilising the 3 step technique		
12. Knows how to defuse a potentially aggressive situation		
OVERALL COMPETENCE		
PERCENTAGE CHANGE (2nd column total minus 1st; divide answer by 1st column total; Multiply answer by 100): %		