

# € TRAINING

Advanced Customer Service Management



11 - 15 November 2024  
Cambridge (UK)



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REF: V342 DATE: 11 - 15 November 2024 Venue: Cambridge (UK) - Fee: 5830 Euro

## Introduction:

There has been no time in history when customers have had so much choice of where to get service and goods. They demand consistent, professional, and effective service from their suppliers. This highly interactive training program examines in-depth how to build lasting rapport and mutual respect with your customers while you uncover their needs, match them, build respect, and maintain customer loyalty.

## Program Objectives:

At the end of this program the participants will be able to:

- Understand Customer Needs.
- Utilize Behavioral Tools.
- Build Lasting Relationships.
- Influence with Integrity.
- Create Clear Communication Models.
- Nurture Long-Term Relationships.

## Targeted Audience:

- Executives, Managers, and Decision-Makers who are keen on improving performance by taking their customers to higher levels of satisfaction.
- Customer Service Managers and Supervisors interested in advanced customer service tools.
- Customer Service Professionals who want to extend their skills and knowledge for higher productivity.

## Program Outlines:

### Unit 1:

#### The World of Customer Service Excellence:

- Customer service and what it means.
- Identifying excellence in front-line customer services.
- What are the services and products that you offer?

- The role of NLP and Emotional Excellence in customer service.
- What do your customers say about you and your organization? and What do you want your customers to say?
- Myths and legends about customer service.

## Unit 2:

### Gaining a Greater Understanding of Your Company:

- From judgments to behavioral flexibility.
- Behavioral traits and how to identify them.
- Modifying your behavior to match others and Building lasting rapport.
- Sharpen your senses to the signals others are sending you and Connect with colleagues and clients at a level that creates deeper trust and commitment.
- Step into another person's shoes to better appreciate their experiences and motivations.
- Body language clues that show how others are thinking and responding to you.
- Non-verbal clues that show if someone is telling the truth.

## Unit 3:

### Communication Masterclass:

- What is crystal clear communication?
- Communication excellence through powerful listening and questioning techniques.
- Thinking patterns, Filters to communication, Metaphors & Models.
- Using perceptual positions to understand your customers' point of view.
- Logical levels of change.
- Building climates of trust and Creating well-formed outcomes.
- Communication skills exercises.

## Unit 4:

### Influencing with Integrity:

- The importance of value sets in the modern-day business.

- Influencing the Influencers and high fliers.
- The importance of matching others' language patterns.
- Mirroring and pacing - what do they mean?
- Internal and external references.
- Coaching - a tool for self and others and Influencing exercises.

## Unit 5:

### Conflict and Challenge:

- Assertiveness and what it means.
- Dealing with difficult people in an assertive way and Dealing with difficult customers.
- Maintaining high standards of customer service.
- Reviewing the service that you offer and reacting accordingly.
- Embracing change for the good of all.
- Personal planning - dealing with your customers.