



# Webinar Events

*live & interactive*



## Exceptional Customer Service

**Presented by:** Debbie Austin

**Delivered as:** 3 modules of 90 minutes, as a complete course or individual stand-alone modules

**Suitable for:**

Those new to customer service or who want to be energised with an injection of motivation and new ideas. Keeping customers happy while remaining stress-free yourself is a key business skill, especially vital right now. Addressing current issues you will learn how to feel great giving your customers a world class service so they keep coming back and recommending you and your company to others.

### Module 1: Customer Service – Getting it Great and Getting it Right

You will learn:

- Delivering the first-class service your customers want
- 4Ps of customer service that make a difference
- Projecting the right image – your brand matters
- Analysing your customers' moments of truth
- Action points

Pre-course – consider times when you have received a negative and an exceptional customer service

### Module 2: Telephone Skills – Tone, Pace and Techniques

You will learn:

- They can't see you! Developing an empathetic and positive telephone style
- Best practice techniques for handling different types of calls
- Projecting the right attitude – OK Corral – sound like it matters
- Dealing with difficult callers – are they sad, stressed, angry and anxious

Pre course - to consider how you handle calls at present and a difficult call scenario to share

### Module 3: A Positive Mental Attitude – Keeping Yourself Sane

You will learn:

- How to plan a completely proactive and positive approach
- Controlling your inner dialogue
- Pessimistic v optimistic mindset, recognise and deal with yours
- Being solution focused – a path that works for you and your customer
- Action points

Pre-course – to consider the advantages of an optimistic approach

**Post module and post course:**

Action Planning tool to focus on the changes you want to make and how to make them stick.