

## THE PASSPORT TO CUSTOMER DELIGHT

DURATION: 2 DAYS

TIME SCHEDULE

Time: 9:00am to 5:00pm

Lunch Break: 1:00pm to 2:00pm



### INTRODUCTION

Delivering better customer service is a continuing goal for many individuals, teams and organizations; the key is to forget customer service, look towards customer delight. Based on the definition delight is to please in all possible aspects. As a customer-facing brand in a highly competitive market, what gives you the cutting edge over others? What is it that makes customers choose you every single time over other competitors?

On an emotional level – when dealing with customers – you’ll have to work on relationships, using strong tried and tested methods. Only then can you ‘work’ towards achieving sheer delight. How?

This specially designed program will cover aspects from the overview of customer delight, right up to areas to target as an organisation or as an individual. The program will also give you models, tips and hints. Granted that theory alone is not enough, therefore in this training you will need to look into not only making plans but implementing them in order to create and make the quantum leap to embrace the change towards customer delight.

Delight is here to stay & grow.

### BENEFITS

At the end of this training programme, participants should be able to

- Describe customers’ expectation in customer delight
- Apply the ‘STAR Principles’ when dealing with customers
- Demonstrate professional conversational and problem solving skills towards high quality service
- Value customer’s loyalty and partnership
- Create an action plan for personal/department development towards customer delight

### KEY CONTENT

#### MODULE 1

- **Customer Service Begins with ME!**
  - The definition of customer service
  - The evolution of customer service
  - My definition of customer service

- My commitment
- **Best IT Beat IT or BLAST IT!!!**
  - Determine your customers' expectations and needs
  - My customer service personality
- **The STAR Principles of Effective Customer Service**
  - Build the STAR mindset towards quality service delivery
  - Special Treatment
  - Timely Attention
  - Assured Services
  - Reliable Product

## MODULE 2

- **Special Treatment retains customers**
  - How to make customers go crazy
  - 10 world's best steps to gain and increase repeat customers
  - What can I do?
- **Time is of the essence always**
  - The 3 Golden Tips for Time Management
  - Use A.S.C to manage your time
  - 6 highly effective tips to manage your time
- **Assure your customers through effective communication**
  - What's my first Impression
  - How to use questioning skills effectively
  - Look at how we listen
  - Body Language / Non-verbal Communication
- **100% Reliable?...sometimes we fail**
  - Why do customers complain?
  - Basics of dealing with customer complaints
  - 3 Step method for dealing with complaints
  - Service Recovery using the LAST Method
- **Creating the blueprint for Customer Service**
  - Red Ocean it's a jungle out there?
  - Blue Ocean I'm all alone here
  - Eliminate Reduce Raise and Create value for our customers
  - Which strategy is the best for me?
  - Applying the brilliant strategies
- **The FORUM**
  - Best Practice Sharing (BPS)
  - Questions and Answers
  - Commitment and Continuation

## AUDIENCE

This TWO (2) Days Programme Is To Be Attended By Those Who Have Direct and/ or In-Direct Contact With Customers In The Field.