



CREATIVE & INNOVATIVE Internal Customer Services

Course Introduction:

Most employees understand the importance of providing great external customer service, however, few understand the necessity for providing quality internal customer service. Without each employee treating others within the organization with the same care and respect as they would show a customer, it is impossible to maintain a high level of external service. In order to achieve levels of service that create loyalty among customers, a high level of service and support must exist inside the organization. This program focuses on building the necessary skills to provide extraordinary internal customer service.

We typically begin our training programs with a thorough assessment developed through interviews with managers, supervisors, and employees. This helps us gain an "inside look" at the opportunities and challenges your organization faces. We then process that information to develop a customized program tailored to meet your needs. Our experienced trainers spend as much time researching your organization and tailoring the program to your specific needs as they do presenting the course.

Course Objectives:

- Establish the standards and systems that can make every internal customer feel special – face to face, by email or on the telephone – and why internal customers are really the same as external customers
- Use a range of professional telephone techniques, tools and skills to use to make customers feel valued and to deliver above expectations – building on the skills you already have
- Make a composed and confident impression on each and every contact, so internal customers feel welcomed and well cared for, particularly when they have a problem
- Use personal skills for listening effectively and to enhance an understanding of what customers really want and expect
- Apply best practice in following up with internal customers by email
- Identify different internal customer needs and situations and change your approach accordingly
- Deal with complex or multi-stage technical problems more effectively
- Understand internal customer expectations and deliver more than you promise – go for the 'wow!'
- Maintain a positive attitude throughout the day, and make every call sound like your most important
- Satisfy complainers, calm upset customers and regain confidence and goodwill
- Turn problems into opportunities for greater customer satisfaction

- Identifying internal suppliers and customers and analyzing service “touch points”
- Understanding service perceptions and the importance of managing them
- Determining each employee’s needs as a customer
- Measuring internal service
- Building a positive attitude for internal service
- Eliminating blame and “That’s not my job” attitudes
- Dealing with difficult or challenging internal customers
- Taking action to build teamwork across department/division lines

Who Should Attend?

- All business professionals in customer facing positions or with specific responsibilities for Service Quality and Customer Satisfaction.
- It will be especially valuable to those in specific customer service roles.
- Personnel new to the role, as well as more experienced officers seeking to examine and enhance their service quality and customer satisfaction skills.

Course Outline:

Customer Service

- Quotations on Customer Service
- Service Definitions and Concepts
- Quality Service Requirements
- Some Interesting Numbers
- Cost of Bad Customer Service
- Customer Care Foundations
- Learning from the Best

Internal Customer Service

- Identifying Internal and External Customers
- Customer Requirements
- Foundation of Great Service People
- The Service Profit Chain

Managing Customer Expectations

- What to Say and What not to Say
- Calming Upset Customers
- Comments you should Avoid

- Managing Customer Expectations
- RATER and the Service Quality (SQ) Factors
- Flying over Customer Expectations
- Roleplays and Exercises on Dealing with Different Personality Styles

Effective Communication Skills for Handling Customers

- Active Listening
- Effective Listening Skills
- Phone Etiquette

Professional Behavior with the Customer

- The Power of Behavior
- Principles of Effective Behavior
- How to Behave Professionally with the Customer
- History of Communication
- Interesting Study
- Interpreting Non-Verbal Behavior
- The Right Behavior with the Customer
- The Wrong Behavior with the Customer
- Assertive, Passive and Aggressive Behavior
- Verbal and Non-Verbal Components of Communication Styles

Dealing with Difficult Customers

- Dealing with Different Personality Types
- Service Recovery
- Conclusion

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
- What do you want your customers to say?
- Myths and legends about customer service

ENHANCING YOUR INTERPERSONAL SKILLS

- People like people like themselves - how to be liked by the customer
- Four customer personality types
- Listeners are said to be the best communicators - how to perfect your skills
- Questions, questions, questions - if you don't ask, you won't find out
- What am I saying when I am not speaking - how to read body language signals
- The do and don'ts of communicating effectively
- How well does your Organization/Department communicate the customer
- Service message to your colleagues?

USING & COMMUNICATING CUSTOMER INFORMATION

- What exactly Communication is?
- The three "Vs"
- Why communications
- Interpersonal & communication skills
- Ways of core customer communications
- E.A.R indicators for customer service communication
- Personality types and ways to deal with
- Final word & group exercises

HOW TO TURN DIFFICULT SITUATIONS INTO OPPORTUNITIES

- Why do customers complain?
- Why should we encourage complaints?
- The customer loyalty chain
- Customer behavioral types and how to deal with them
- Understanding and managing emotions
- Creative thinking to go that 'extra mile'

COMMITMENT & CLIMATE

- What is Total Customer Satisfaction
- Know your customer
- Kinds of customer
- Leading from the top
- Staff commitment – the key to success
- Customer service policy development
- Final word & group exercises

ALIGNING OURSELVES WITH OUR CUSTOMERS

- Customer partnership pre-requests and rules of creation
- Cases in point
- Business to business value hierarchy
- Customer value process & performance
- Competitive difference on value
- Final word and group exercises

CUSTOMER SERVICES MINDSET

- Customer service definition
- Stages of customer services
- Dimensions of customer services
- The three Rs of customer services
- Service factors
- Customer service barriers
- Customer service action plan
- Customer care team
- Establish customer service framework
- Service value chain
- Final word & group exercises

COMPETENCE, CAPABILITY & EMPOWERMENT OF PEOPLE

- Why customer satisfactions start with employee's satisfaction?
- How could we look after our customer better?
- Customer awareness / orientation
- Types of customer needs
- Understanding customers' expectations and quality service
- How do we treat customers
- Internal customer
- Final word & group exercises

CUSTOMER SATISFACTION

- What is customer satisfaction?
- Who is the satisfied customer?
- The critical component of profitability
- Levels of customer satisfaction
- Customer satisfaction – main benefits
- Customer satisfaction facts
- Types of customer satisfaction

- Measuring performance & customer satisfaction
- Ways of measuring customer satisfaction
- Handling customer complaints
- Improvement tools
- Customer interaction pattern
- Final word & group exercises

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work

Course Fees:

To be advice as per course location. This rate includes participant's manual, Hands-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session