

OVERVIEW

Expectations of customer-service quality continue to rise quickly, based in part on the promise of new technologies. In some ways, the Internet has made customer service easier, but at the same time, it has made some requests increasingly difficult to handle.

Because customers are able to handle basic questions and simple transactions online, they save their complex questions and frustrations for live interaction with a person. This forces customer-service providers to work through a higher percentage of tough, demanding situations.

At the end of the day, service excellence is an opportunity for organizations to create customer loyalty. In order for employees to provide the quality customer service organizations want; they need to continually develop, practice, and reinforce outstanding service skills.

IGNITE TALENT

REINFORCING SIGNATURE SERVICE

Reinforcing Signature Service is a series of follow-up sessions for customer service providers who have participated in the *Signature Service* program. The program is designed to reinforce the learned skills and concepts, focusing on participants' on-the-job successes and providing additional practice and performance support.

PROGRAM OVERVIEW

Customer service providers need better access to information and ongoing development in order to deal with rising customer expectations. CRM software can ease the process, but ultimately providers need to learn how to interact effectively with customers and solve problems quickly.

PROGRAM DETAILS

Reinforcing Signature Service consists of a 45-minute introduction, six one-hour sessions, and a 90-minute final session; all of which can be easily incorporated into weekly team meetings. Each session highlights a specific skill critical to implementing the Customer Satisfaction Approach, and times may vary based upon the participants' comfort level with a given concept. The program is configurable, allowing your organization to select only relevant topics.

To ensure systematic integration, *Signature Service: The Key To Customer Satisfaction*[™] is a prerequisite to this program, and *Managing Signature Service* can be added for your service managers. All three programs focus on the employee behaviors and actions needed to strengthen customer relationships, and provide opportunities for growth and empowerment.

OUTCOMES

- Managing Self-Talk reinforces participants' learning about the self-talk cycle and helps them practice the Stop/Challenge/Focus technique.
- Listening and Questioning reviews questioning techniques and features a useful self-assessment for participants to monitor their improvement.
- Empathizing re-examines how to construct empathy statements and helps participants practice the basic skill of empathizing.
- Identifying Customer Conditions helps participants improve their ability to identify behavioral cues and initial responses for the four customer conditions.
- Working with Irrate and Insistent Customers applies the Customer Satisfaction Approach to potentially negative and emotionally charged situations.
- Working with Comfortable and Indecisive Customers applies the Customer Satisfaction Approach to positive and neutral customer conditions.
- Sustaining Signature Service, the final session, reinforces several critical customer-service skills, including explaining, personalizing, adapting, asking for an expression of satisfaction, concluding, and recovering. Participants will further develop their ability to build strong customer relationships.