

PUT YOURSELF IN THE CUSTOMER'S SHOES

– Program objectives and expected outcomes

While many people in an organisation are not designated as ‘salespeople’ or ‘customer service assistants’, they do have customer contact whether in a technical or an administrative role. It is critical that these people understand their position in the customer service process when dealing with both external and **internal** customers, and that how we treat our fellow team members will have an enormous impact on how we treat our external customers.

The purpose of this 1-day workshop is to develop in participants a clear understanding that the perception customers have of a business is largely dependent upon the ability of staff to provide excellence in customer satisfaction.

Seeking ways in which to offer excellent customer service are part of the process of improving the productivity, efficiency and effectiveness of the organisation. This is important for businesses because of the rising expectations of consumers. The entire community, even people who have been traditionally passive recipients of products and services, are increasingly expecting a higher level of customer service from organisations with which they have to deal.

Through a better understanding of the communication process and improving listening skills, participants will learn how to build rapport, show greater empathy and how to handle the angry, upset customer more effectively.

As an outcome of this workshop, it is expected that participants will be able to:

- Identify who our customers are.
- Determine customer requirements and characteristics.
- Explain the difference between tasks and relationships in achieving true customer satisfaction.
- Explain the concept of internal customers and how this affects the quality of external customer service.
- Use the telephone to determine customer requirements and characteristics.
- Adopt recommended “telephone tips” for daily use.
- Appreciate the importance of taking accurate messages.
- Understand the importance of perceptions, beliefs and attitudes and how these affect our dealings with customers on the phone or in person.
- Listen more effectively to the customer’s needs and wants.
- Overcome customer’s objections.
- Explain the concept of ‘moments of truth’ and the role they play.
- Develop strategies for handling these ‘moments of truth’.
- Explain the importance of teamwork in providing excellent customer service.
- Understand how we can continuously improve customer service.

Anyone who is already practicing a sound philosophy of providing good customer service and wants to be better equipped to improve that reputation will benefit from this workshop.

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