



# SINDALL · JACKSON

S I N D A L L · J A C K S O N · A S S O C I A T E S

## WINNING THROUGH CUSTOMER SERVICE

While winning customers may be hard, keeping them is harder. Organisations cannot afford to lose customers because of poor service or bad telephone skills. It is critical that Field and Telephone Service Staff understand this and work to keep internal and external customers coming back.

### DESCRIPTION

*Winning Through Customer Service* was developed to enable customers to win more business through excellent customer service.

This workshop trains your service personnel to present a professional image and to communicate effectively in both straightforward and difficult situations. The skills taught are those which address the major concerns identified by over fifty organizations within the service industry.

### OBJECTIVES

- to communicate easily, effectively and confidently in customer service situations
- to gain customer co-operation in order to identify and satisfy service needs
- to work with the customer to agree upon and develop solutions to problems
- to deal successfully with both external and internal customers.

### AUDIENCE

Newly hired and in-place:

- Customer Service Staff
- Customer Service Managers
- Support Staff who have customer contact.

### COURSE MATERIALS

#### *Administrators Guide*

Provides all information and material necessary to administer the course

#### *Participant Workbook*

Contains the information to be learned and exercises to reinforce and transfer that learning.

### COURSE CONTENT

#### *Your role as a Professional*

Identifies characteristics associated with a professional image and examines actions that will improve each person's professional image.

#### *Essential Communication Skills*

Reviews the communication skills required for good customer service: listening and observing, questioning, verifying and explaining.

#### *The Customer Service Transaction*

Introduces a four-step procedure for conducting a customer service transaction:

- establishing a professional relationship
- identifying how to help the customer
- providing the required assistance
- completing the transaction and follow-up.

#### *Dealing with Difficult Customers*

Shows how communication skills and the customer service transaction procedure are applied when dealing with difficult customer situations.

### COURSE FORMAT AND LENGTH

The one or two-day programme is interactive workshops for five to twenty participants and include:

- group discussions
- role-plays
- skill development and transfer exercises
- video presentation of case studies.

### PRICING

Administrator's Guide	<b>£550</b>
Participant Material (each)	<b>£60</b>