

Managing your Customer Service Strategy for Success

"This is the era of customer sovereignty and rebellion. In a competitive and changing world, it's no longer enough to have an excellent product or service. It's the whole customer experience that matters"

Every business, large or small must meet the challenge of rising customer expectations with higher levels of service delivery. Service excellence begins with a restless dissatisfaction with the status quo. It starts with leadership from the top and is driven by those who say "How can we better position our Brand in the market."

Today customers need to be redefined as anyone who can influence the way you do business. Success now goes to those organisations prepared to embrace the concept of positive relationship management in every area of business activity. Everyone is part of a service team and how they perform delivers a powerful message to the market.

With every customer interaction, a public relations statement is made on behalf of the business. These impact either positively or negatively on the brand perceptions held by business stakeholders.

This is a program to inspire business to embrace service excellence as a positioning point for ongoing success in a changing world.

RECOMMENDED FOR:

This program is designed for managers, supervisors and team leaders who need to lead the delivery of service excellence through people and processes in their organisation.

The concepts embrace service delivery as a significant positioning point to differentiate the business and brand in a competitive, changing and competitive market environment.

PROGRAM OUTCOMES

At the conclusion of this program, participants will have:

- Awareness of customer perceptions and how the culture within a business impacts on customer service satisfaction.
- How to identify specific customer segments both external and internal and how their values and motivations colour their expectations and perceptions of service delivery.
- Guidelines for leadership of service initiatives in developing a mirror between the rights and expectations of staff and external customers.
- The ability to monitor and effectively manage the moments of truth when a customer comes in contact with the organisation.
- Skills and techniques to motivate excellence in staff performance to ensure service delivery stays on track.
- Understanding of the need for assertive, effective and positive relationships with every customer segment to build trust and ongoing support.

PROGRAM OPTIONS

- Workshop – Supported by workbook/manual
- Tailored Seminar/Conference Presentations also available.

PROGRAM CONTENT

Modelling Service Excellence Standards

- The leadership necessary to promote confidence and respect to influence the integration of service excellence standards in every area of the business.

Service and Positioning your Brand in the Market

- The value of service excellence in positively positioning the business as special and different in the mind of the customer. How customer perceptions are formed and the important, ongoing need to nurture and protect the brand you deliver.

Defining Customers and Expectations

- Much of the service concepts of the past decade are now obsolete. Today's customers are more demanding, better informed with new values and service expectations from business.

Building the Brand and the Relationship Connection

- How to build assertive and positive communications to influence stakeholders and enhance service delivery in all areas.

Overcoming the Obstacles to Quality Service

- How to recognise and overcome the eight basic reasons that form negative attitudes towards service delivery in the workplace.

Interpersonal Influence Skills

- How to use concepts and principles of influence to achieve better results with others. How to use empathy, assertiveness and advanced communication skills in managing a range of different personality types encountered in day to day workplace interactions.

Managing Difficult People and Situations

- How to maintain poise and confidence when dealing with difficult behaviours and situations. Learn practical coping and positive influence skills to manage the interaction for results. The practical skills have application to all areas of business activity.

Building and Motivating the Work Team

- How to motivate the team to buy-in to the service initiative. The importance of sharing information and responsibility with consistent, effective communication and policies.

Leadership and the Customer Excellence Mirror

- How to achieve service excellence through motivated staff. Staff need the same attention from managers and supervisors as given to customers. Because staff are primary customers of the Leadership group, service excellence needs to be mirrored in all areas of staff values and relationships.

Presented by Brian Greedy

Brian is one of Australia's leading professional speakers and trainers in business development.

Each year he delivers over 150 speeches, seminars and workshops for clients in all states, NZ and the UK.

He draws from over 20 years grassroots business experience in management, marketing and sales, including the development of highly successful food distribution business from start up to a multi-million dollar turnover.

An engaging and inspiring presenter with a pragmatic "how to" approach in communicating his knowledge makes him one of Australia's most sought after conference and seminar speakers.

"Very useful, practical & informative. Brian's experience and skills are very beneficial to all types of business"

John Duffield, Acumentum, St Kilda VIC

Read more of what others have said about Brian Greedy's programs at www.briangreedy.com



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