

High Impact Service Excellence

Customer focus, vision and excellence are meaningless “buzz words” unless they are seriously integrated into the day-to-day thinking and activities in the Business.

Everyone throughout the business has potential impact on customers. All need to understand how their communications and attitudes affect others and how to positively enhance their impact.

“Customer service comprises of many, sometimes silent, sometimes small and insignificant relationship interactions between the organisation, public or customers.”

Every time a staff member interacts with a client face-to-face, by telephone, email or in writing a public relations statement is made to the client, either positively or negatively.

This program addresses not only the “why to” of quality service, but also the “how to” and “want to”, to build staff confidence and self-esteem. The outcomes will maximise service impact and awareness of the real value of the customer for business survival, growth and increased profitability.

RECOMMENDED FOR:

Anyone involved in meeting the needs of internal or external customers, either face to face or by phone. Options available to both private and public business sectors.

The concepts develop better communications and conflict management in interactions between staff and customers. The ideas developed address the “how to” and “want to” of quality service delivery.

PROGRAM OUTCOMES

At the conclusion of this program, participants will have:

- Awareness of customer focus and service in positively positioning the organisation in the mind of the customer.
- Understanding of the rights, motivations and expectations of the customer and the values necessary to professionally represent the organisation.
- Specific interpersonal skills to positively influence the customer interaction both face-to-face and by phone.
- Practical strategies to cope with difficult customers and situations. To use self assertion and behaviour choices in managing difficult interactions.
- Tools to create a climate of service excellence.
- Techniques to effectively manage telephone discussions and project a positive message even when dealing with difficult situations.
- Awareness of the importance of self-esteem and self-image in behaviour choices.
- An action plan to implement new levels of customer service at work.

PROGRAM OPTIONS

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

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.

“Entertaining, informative and practical. Great ideas we can use immediately to build service excellence.”
Sherlyn Grigg, South East Qld Water, Ferndale QLD

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

PROGRAM CONTENT

Business Customer Perceptions and Expectations

- How customer perceptions and expectations are created and how every interaction with customers will positively or negatively influence their attitudes and perceptions.

Service Excellence is Everyone's Job

- Why quality customer service needs to be integrated in day-to-day thinking and activities as the positioning point for business excellence.

Managing Customer Motivations

- How customer motivations have changed and why they need to be managed effectively to build loyalty and good will.

Obstacles to Quality Service

- How to recognise the eight basic reasons that form negative attitudes towards customers within a work group. How to anticipate these obstacles and overcome them.

Causes of Customer Dissatisfaction

- How to identify the most common causes of customer dissatisfaction. How to use practical ideas to eradicate them for better customer relationships.

Interpersonal Influence Skills

- How to use concepts and principles of influence. How to use empathy, assertiveness and positive interpersonal skills for influence and better understanding.

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 principles developed have application to both face-to-face and telephone interactions.

Managing the Telephone and Emails Effectively

- How to apply a 20 point check list to dramatically improve telephone effectiveness. How to manage the power of the telephone impression on the customer.

Self-esteem, Self-image, Attitudes, Beliefs and Responsibility

- Key concepts on the role that self-esteem and self-image play in the ability to manage customer interactions. How the impact of work-group culture, self-perception, attitudes and beliefs influence how we respond to others. Options on behaviour choices and taking personal responsibility for reactions.



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