

# Customer Service - Fantastic Service Every Time!

A Modular Program



Customer Service is very personal. Our expectations vary according to circumstances and our own ideas about good service, but we all know really good customer service when we see it. It's that special touch that makes us feel like

someone cares. It's a smile or a follow-up call. It's someone doing something memorable that we didn't expect.

**Fantastic Service Every Time** discusses the importance of customer service and shows participants how it is crucial for good business. The more high-tech we get, the more high touch we need to be. People need the personal, human touch in business dealings. They need human contact that is compassionate and kind, helpful and genuine. There is no substitute for caring. In customer service, that means caring about the whole customer experience. Customer service is an art, not a science, but we can identify common elements that make the art form more effective. Service is important to customers, and it is equally important for business growth.

## Presented by: **Angela Walterscheid**

**Angela Walterscheid** is dedicated to helping companies develop their human resources. With over 18 years of corporate and consulting experience, Angela's focus is on design, development, and facilitation of custom learning experiences in management, leadership, customer service, time management, team development and many areas of professional development that result in improved business unit and individual performance.

***The following program is modular and can be done in half day to one day increments.***

### **Introduction and Overview (30 Min)**

- Purpose, Process, Payoff
- Customer Service Defined
- Service has a feeling
- The Fantastic Service Equation

### **Quality and Satisfaction (3-4 Hour Module)**

- What does it mean to have Satisfied Customers?
- 4 Things Customers Want
- Customers have Needs and Expectations
- The Invisible Score Card
- Business Friendly
- Establishing Rapport
- Building a Relationship
- Moments of Truth
- Working Styles Assessment

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### **Mastering Job Skills (2-3 Hour Module)**

- Understanding your role
- Knowledge and understanding of expectations
- Cross-training
- Assessing your skills and designing your development plan

### **Communicating with your Customers (3-4 Hour Module)**

- The Communication Process
- Listening
- Effective Explanations
- Telephone Communication
- E-mail Communication

### **Handling Customer Complaints (2 Hours)**

- Handling Complaints
- How do you say "NO"?
- Ok, you did your best, but the customer is still dissatisfied...
- Follow-up/Take Responsibility
- Customer Conditions – Comfortable, Assertive Demanding, Indecisive, Angry

### **Secret Shopper (2 Hours)**

- This is a homework assignment between sessions where participants would have to visit/call at least 3 establishments and then participate in presentations and group work.

### **Teamwork and Customer Service (3-4 Hours)**

- Understanding Team-Service
- Impact poor teamwork has on the Customer
- Team Activities

### **Fish! (3-4 Hours)**

- Fish! Video
  - Play
  - Make their day
  - Be there
  - Choose your attitude
- Creating the Fish Philosophy in your team

### **Wrap-up/Review (30 Min)**

- Action Planning
- Things great companies and successful employees do