



1-800-ROI-9877
www.trainingbyROI.com

Course 181: Relationship & Customer Service Management (2 or 3 days)

Course Description:

This two or three day course is designed to help individuals who are responsible for developing and maintaining strong relationships to make every contact with a client, either face-to-face or over the telephone, a positive one and one which enhances the level of client service offered within the organization; whether the client is internal or external.

This course is designed to build Teamwork to the Customer Service process specific to each manager and employee's roles and responsibilities.

In keeping with your organizations customer service initiatives, all staff need to embrace and respond to their customer in a professional manner. Relationship Managers must be equipped with a broad spectrum of skills providing both internal and external clients with excellent Customer Service.

This session will provide all attendees with a "Tool Box" of skills that will enhance their ability to establish/maintain client relationships. If the course is targeted specifically to management, the course will be foundationally built around Customer Service and other skills needed to lead/manage and support the process effectively.

COURSES OBJECTIVES

Enable participants to make every contact with a client, whether face to face or over the telephone, a positive one which enhances the level of customer and relationship management service offered within the Department whether the client is internal or external.



This course will enable attendees to:

1. Identify effective behavior and communications with clients;
2. Apply customer service skills and techniques;
3. Understand and reinforce the business “service model” and its rationale;
4. Make every customer contact positive;
5. Ensure that customers are treated courteously;
6. Use positive, convincing expressions and actions that earn customer trust;
7. Understand customers who communicate poorly;
8. Gain the customer’s support for unpopular policies;
9. Deal effectively with complaints;
10. Understand the process of establishing customer service standards and ensuring customer satisfaction;
11. Establish and support client relationship service initiatives specific to your departments culture

Who should attend?

This highly interactive course is for anyone interested in enhancing the level of customer service and relationship management within their organization. Designed for customer service and customer relations staff that support internal or external clients.

Learning Objectives

- ✓ Learn the concepts/benefits of customer service;
- ✓ Servicing internal and external clients;
- ✓ Customer Service Standards (establishing/maintaining);
- ✓ Understand Communication Skills – voice, question, and body language;
- ✓ Understand the importance of listening
- ✓ Explore Customer Service Styles;
- ✓ Learn telephone technicalities – establishing credibility;
- ✓ Know how to handle complaints;
- ✓ Meeting Customer Needs;
- ✓ Learn the steps in measuring customer satisfaction.
- ✓ Understand today’s customer service business environment
- ✓ Ensure when we actually talk to a client we are ready
- ✓ Clearly communicate with our clients both listening to them and being clear ourselves
- ✓ Closing Gaps
- ✓ Handling difficult clients
- ✓ Dealing with issues in a team environment
- ✓ Closing the transaction and following up



Outline

Introduction

Objectives

Background - Company Process and Best Practices

- Who are your Customers? (Internal)
- What is your relationship with our Customers? (Internal and external)
- What are Customers?

“THE PROCESS”

SECTION 1: THE MEETING (INITIAL CLIENT CONTACT – VERBAL OR FACE TO FACE)

- What are Service Standards? -
- Service Quality
- Body Language
- Non-Verbal Communications
- Business Etiquette
- Introductions
- Territorial
- Communication “NO-NO's” – Make every contact positive

SECTION 2: UNDERSTANDING THE CLIENT

- Perception Checking
- Personality Types both You and Others
- Sending a message, being Specific
- Listening – Even when they are not clear

SECTION 3: SUPPORTING THE CLIENT

- Remaining Courteous
- Handling Complaints
- Angry Customers
- Conflict Management
- Stress

SECTION 4: MAINTAINING THE CLIENT RELATIONSHIP

- E-Mail Etiquette
- Telephone Etiquette
- Telephone Techniques
- Meeting Etiquette