

BM-CSPT CUSTOMER SATISFACTION: PRACTICAL TOOLS FOR BUILDING IMPORTANT RELATIONSHIPS



DURATION	LEVEL	TECHNOLOGY	DELIVERY METHOD	TRAINING CREDITS
1 Day	Business Introduction	Management & Soft Skills	VILT & ILT	NA

INTRODUCTION

With guidance from this course, you'll have the skills to build and maintain long-term customer relationships, handle difficult people, and overcome barriers to customer satisfaction. By learning to define targets for superior customer service, you will create repeat business with every customer contact you make. Providing superior service means solving problems, dealing with frustrations and stress, giving and receiving feedback, avoiding placing blame on others, and communicating effectively. This course will teach you all the critical skills to achieve outstanding customer satisfaction.

AUDIENCE PROFILE

If you interact with customers on a regular basis, this is the ideal course for you, whether you are a sales representative, sales associate, support staff, or Manager who oversee customer-facing teams. You may be new to the company or customer service role or have industry experience and are seeking to improve your skills or knowledge. Business today demands that we should all share a common goal of providing excellent customer service and enhancing the customer experience.

PREREQUISITES

There are no prerequisites for this course.

COURSE OBJECTIVES

- Learn why satisfying customers, the people part of the job, is as important as doing the technical part of the job
- Use the tools of customer satisfaction.
- Obtain techniques of overcoming barriers to customer satisfaction

COURSE CONTENT

Lesson 1: Clearing the Barriers

- How Customer Relationship Skills Can Build Your Success
- Building Customer Relationships for Repeat Business
- Success Stories
- Recap of Techniques
- Dealing with Difficult People
- Job Frustrations and Difficult People
- The Secret of Success
- Save Time by Taking Situations Professionally
- Keep the Spotlight on the Issue
- Recap of Techniques
- Burnout—Threat to Customer Satisfaction
- Eight Common Signs of Burnout
- Additional Signs of Burnout
- Five Techniques for Preventing Burnout
- Recap of Techniques

- The Secret to Getting More Cooperation
- Updating Your Beliefs
- A Selfish and Successful Strategy for Getting More Cooperation
- Roadblocks to Avoid
- Working as Partners—Treating Your Boss as a Customer
- Recap of Techniques

Lesson 2: Building the Foundation

- The Problem with Customer Service
- Satisfaction Is Defined by the Customer
- Meet the Requirements of the People You Serve
- Customer Satisfaction Is Easier When You Have Targets
- A Shortcut for Defining Targets
- The Pleasant Payoff
- Recap of Techniques

- The Customer Is Not Always Right, But...
- The Customer Is Always the Customer
- Blaming—A Barrier to Problem Solving
- Shortcut to Stopping the Blame Habit
- Seven Practical Steps to Customer Problem Solving
- Recap of Techniques

Lesson 3: Using the Tools

- Getting What You Want
- Make It Easy for Others to Cooperate with You
- Six Cooperation Techniques
- Recap of Techniques
- Building Motivation with Customer Feedback
- People Need to Know How They Are Doing
- Protect Yourself with Ongoing Feedback
- Get Systematic Feedback from Your Customers

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| <ul style="list-style-type: none">- The Best Kind of Customer Feedback- Recap of Techniques- How to Keep It Going | <ul style="list-style-type: none">- Success Secret 1: Give Yourself More Blue Ribbons- Success Secret 2: Hand Out More Blue Ribbons | <ul style="list-style-type: none">- Success Secret 3: Treat This Book as a Tool Kit- Recap of Techniques |
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ASSOCIATED CERTIFICATIONS & EXAM

There is no exam associated with this course.