



# ANGELUS

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## **COURSE TITLE: EFFECTIVE CUSTOMER SERVICE**

### **Overview**

Do you impress your customers every time you interact with them in the course of doing business?

For an effective customer service delivering, an organization must go beyond simply delivering product or service to develop strong relationships with customers. To grow market share, the product or service rendered must stand out. There is always the need to proactively anticipate customers' needs and exceed their expectations every time. Service excellence is an attitude that must be inculcated by every staff of an organization irrespective of their department as it begins and ends with the people in the organization. The reality of good customer service is what your customers expect from your every contact they have with you

This course is a comprehensive 3-day training that will equip participants with guidelines and best practices for providing excellent customer service that will enable frontline associates and service staff in back-up and support roles to build, maintain, and increase a loyal customer base.

This training is aligned to the most frequent method of communication used to connect with customers such as face to face, telephone, email.

### **Learning Objectives**

At the end of this course participants will be able to;

- Explain what customer service means in relation to internal & external customers
- Recognize how one's attitude affects service standards
- Master ways to develop & maintain a positive, customer focused, attitude
- Listen effectively, ask questions and summarize them to respond fully to a customer request

- Apply outstanding customer service techniques to generate return business
- Practice how to turn customer service disappointment into a positive experience
- Adopt a consistent, professional style when speaking with customers
- Gain insight to connecting with customers online
- Master techniques for dealing with difficult customers
- Acquire tools for recovering difficult customers
- Understand when to escalate any matter relating to customer relations

## **Methodology**

This course is a practical customer service training delivered using a mixture of lectures, interactive sessions, demonstration, facilitated group review, group exercises, videos and case studies.

## **Target Participants**

Customer Care Agents, Customer Care Managers, Front Desk Officers, Personnel in customer facing or customer support roles and persons who want to develop their customer service skills and behaviors.

## **Duration**

Three (3) Days

## **Contents**

### **What is Customer Service?**

- ✓ Who are customers?
- ✓ Who are customer service providers?
- ✓ Responsibility for customer service
- ✓ Stepping into your customers' shoes

### **Establishing your Attitude**

- ✓ Appearance counts for the customer service provider even when you are not seen
- ✓ The power of the smile
- ✓ Staying energized
- ✓ Staying positive

### **Handling customer enquiries**

- ✓ Customer contact model and service standards
- ✓ Creating lasting first impressions
- ✓ Building and maintaining rapport
- ✓ Using positive language and tone of voice

### **Establishing customer needs and responding to requests**

- ✓ Questioning
- ✓ Active listening – including taking notes

- ✓ Staying outside the box by avoiding jumping to conclusions
- ✓ Summarizing

### **Handling work based customer requests**

- ✓ Identifying challenging customer requests
- ✓ Responding to challenging customer requests assertively
- ✓ Going the extra mile

### **Service Recovery**

- ✓ Turning disappointment into delight
- ✓ Identifying the nature of customer complaints
- ✓ Responding to customer complaints
- ✓ Introducing colleagues to resolve customer service issue

### **In-Person Customer Service**

- ✓ Dealing with at-your-desk requests
- ✓ The advantages and disadvantages of in-person communication
- ✓ Using body language to your advantage

### **Giving Customer Service over the Phone**

- ✓ The advantages and disadvantages of telephone communication
- ✓ Telephone etiquette
- ✓ Tips and tricks

### **Providing Electronic Customer Service**

- ✓ The advantages and disadvantages of electronic communication
- ✓ Understanding netiquette
- ✓ Tips and tricks
- ✓ Examples: chat or e-mail

### **Building customer relationships**

- ✓ Relationship triangle – trust and loyalty
- ✓ What differentiates us from our competitors?
- ✓ Identifying ways to add value and exceed customer expectations
- ✓ Following up