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Customer Service and Management



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"The purpose of business is to create & keep a customer " - David McNally

Well served and satisfied customers are to key to build profitable and lasting business. Our Customer Service training program assists the organizations to cultivate valued and lasting customers. Our program focuses on creating customer satisfaction through in-depth training of core customer service skills which increases customer service satisfaction. Teaching the same customer service skills to all personnel allow them to have a common process and language for dealing with customers. This allows business to brand the interaction and make excellent service part of their offering to the customer, thereby adding value. Investing in employees through training makes employees feel valued and improves motivation. In addition, when employees treat customers well by using proper customer service skills, they are more likely to be treated well in return. Both these factors can help to boost employee loyalty and reduce turnover, in addition to increase customer loyalty and more sales.

Aims/ Objectives:

- To assist participants to demonstrate professional customer service skills that can result in greater customer satisfaction and customer loyalty.
- To equip staff with good listening skills and questioning techniques that can facilitate the interaction with customers in a better way.
- To train participants on the customer service cycle, and this will help participants in guiding the customers in a better way
- To help participants in understanding how to establish contact with the customers, obtain information about their needs and confirm about the product or services that address (s) those needs.
- To help the participants in understanding how to greet all prospect customers cordially and promptly and use observation and trial questions to discover what merchandise the customer is interested in and at what prices.
- To make participants understand about Do's and Don'ts at the showroom, such as disparaging remarks about competitors, not addressing a customer's questions, laughing aloud, etc.

- To make participants understand how to overcome and handle objections effectively by counterbalancing or outweighing the disadvantages mentioned by customer and not denying the objections and becoming aggressive.
- To facilitate participants in addressing the customer issues and retain customers.
- To guide the participants on how to cover the basic steps of customer service such as, greeting the customers, addressing their needs, helping them to find the suitable product as per their need, describe them about the product, collecting the customer data, follow up with their requirements and retaining the customer by creating a powerful positive impression on customer's mind.
- To teach participants the grooming behavioural and personality standards that they should possess while interacting with customers

Workplace Outcomes:

- The participants will have a greater knowledge about the customer service and its importance in their organization.
- The participants will be able to handle difficult customers effectively.
- The participants will be able to cope with challenging customers in a more effective manner and develop better communication skills.
- The participants will get a reflection on the customer's perspective.
- The participants will understand how to address customer needs.
- The participants will be able to determine the customer expectations
- The participants will learn the follow up techniques to retain customers and increase customer loyalty.
- The participants will exhibit better customer service skills that will attract more customers and thus increase the sales.

Duration: 1 or 2 Days

Methodology: Presentations, Lecture, Case studies, Role Plays, Simulation Games

Participants: Customer service executives, Sales Executives, Managers, Front line Staff, Floor Managers etc.