

# CUSTOMER SATISFACTION

## COM002

### COURSE DESCRIPTION

This course covers the topics enhancing the skills of building and maintaining long-term customer relationships, handling difficult people, and overcoming barriers to customer satisfaction. It concentrates on how to define targets for superior customer service. Providing superior service means solving problems, dealing with frustrations and stress, giving and receiving feedback, avoiding placing blame on others, and communicating effectively.

### COURSE GOAL

To enhance the participants' knowledge, skills, and abilities necessary to achieve outstanding customer satisfaction.

### COURSE OBJECTIVES

By the end of this course, participant will be able to

- Appreciation of the lifetime value of your customers with real figures pertaining to your organisation.
- Understand what customer satisfaction is all about and what the needs and requirements are of your customers.
- Have techniques and strategies to handle complaints effectively.
- Know the difference between "telling" and "selling" with features vs benefits.
- Learn techniques of how to get a WIN/WIN outcome with your customers.
- Have a framework to work with to anticipate your customers' needs and to eradicate potential problems and complaints before they even happen.
- Build up trust and effortless rapport with your customers.
- Spot sales opportunities a lot quicker and clearer with the help of some proven strategies.

### WHO SHOULD ATTEND

- Sales people.
- Customer care teams.
- Sales and service advisors (phone or face to face).

### COURSE DURATION

5 Working Days

## COURSE OUTLINES

### 1. How customer relationship skills can build your success

- Building customer relationships for repeat business.
- Success stories.

### 2. 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.

### 3. Burnout – Threat to customer satisfaction

- Eight common signs of burnout.
- Additional signs of burnout.
- Five techniques for preventing burnout.

### 4. 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.

### 5. The problem with customer service

- Satisfaction is defined by the customer.
- Meet the requirements of the people we serve.
- Customer satisfaction is easier when we have targets.
- A shortcut for defining targets.
- The pleasant payoff.

### 6. 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.

arctic

**7. Getting what you want**

- Make it easy for others to cooperate with us.
- Six cooperation techniques.

**8. Building motivation with customer feedback**

- People need to know how they are doing.
- A simple system for obtaining feedback.
- Protect yourself with ongoing feedback.
- Get systematic feedback from our customers.
- The best kind of customer feedback.
- Talk about customer feedback.

arctic