Course Overview:

Whether it's good, bad, or ugly, customer service starts at the top. If the leadership team values quality,the organization usually values quality. If the people at the top take shortcuts, a short-term view seeps intothe company's DNA. It's that simple. Strong leaders are an essential element in the customer serviceequation. This half-day program examines steps exceptional leaders take to build a strong culture anddrive a team toward first-class service.

Course Objective:

At this program's conclusion, participants should be able to:

- Explain the importance of mission, vision, values and how to keep those ideas front and center.
- Describe best practices in customer service recruiting and how hiring right is a central step in building a strong service team.
- Outline the training options available to organizations and how often training should occur if service is to stay strong and consistent.
- Discuss steps superior service organizations take to empower and engage their staff.
- Articulate the value of storytelling and stories to build a strong service culture.
- Describe a management team's role in the customer service process.
- Discuss how transparency has a direct correlation to customer trust.

Course Outline:

MVV: Defining What Matters
Higher Hiring and Retaining Talent: Leveraging People Power
Train and Retrain: Reinforcing Processes and Standards
The E-Square Advantage: Empower and Engage
The Voice of the Customer: Collecting and Communicating Stories
Managing Service: Putting Strong Frameworks in Place
See-Through Service: Total Transparency

Who Should Attend:

- Customer Service Managers and Supervisors
- Customer Service Representatives
- Managers who want customer service training to reinforce their skills and train their staff.

Training Language:

EN

Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation