



CUSTOMER SERVICE COURSE OUTLINE CUSTOMISED – 1 day

1. Being professional.

- You have the necessary knowledge – POLYMER PROCESSING
- You have fundamental skills – WORKING WITH POLYMER PROCESSING
- You go the extra mile as a service provider.

2. The story of the golden goose – looking after the goose.

- Customers inside and outside the company.
- Potential clients and suppliers for the production and research

3. Who is the customer and what are their needs?

- Internal customers.
- External customers.

4. Motivational levels

- Pride in one's vocation
- Belief in one's contribution
- Morale boosting exercises and diagnostics

5. What does the customer want?

- Providing information
- Providing quotes
- The customer needs solutions to their problems.
- The customer needs answers to their questions.
- The customer needs value to your service.
- The customer needs you to show concern for their aggravations.

Section 1 – The Customer Wants Added Value

1. Using your professionalism to add value for the customer.
2. Maintaining excellent customer service throughout all levels of the organization.
3. Upholding the reasoning that everyone within the organization is a critical marketing tool and how to utilize this.
4. Benchmarking: How the customer evaluates your service – The customer unconsciously expects the same quality of service as previously encountered e.g. You expect the same quality of product every time you drink a Coke or eat at McDonalds.
5. How to work as a team to effectively and adroitly solve the customer's affliction.

Simulation – Cycle 1 – Adding Value

Run through the set task.
Score the final results.
Announce the agreed winner.
Debriefing and learning from our mistakes:
Why did the winners win?

Establishing best practices.
What did we do wrong?
What did we do right?
How can we improve?

Section 2 – The Customer Wants Answers to Questions

1. The 4 c's relating to the correct answers to questions:
 - Confident – Be sure, how to make this reflect in both your attitude and voice.
 - Concise – Keep it short and sweet.
 - Complete – Give all the necessary details without being verbose.
 - Concrete – Give all details in as many concrete figures as possible: figures, numbers, percentages etc.

2. When (s)he is wrong:

- Soothe reassuringly.
- Get all the details required to correct the quandary.
- Keep the correction discrete.
- How/when to provide an escape route if necessary.
- How to support the customer.

3. Five rules for better customer service**Section 3 – The Customer Wants Solutions to Problems and Concerns for His Needs**

1. Coaching the customer – maintaining our standards whilst keeping the customer happy.
2. Making sure the customer feels as if their problem is now on your shoulders.
3. Enforcing any required contingency plans to ensure that you competently and completely deal with any unforeseen changes in his/her demands.

Section 4 – Dealing with Difficult Customers

This section teaches professional techniques to practice when dealing with irate customers.

1. Is the customer always right?
2. When he/she is wrong:
 - Soothe reassuringly.
 - Get all the details required to correct the quandary.
 - Keep the correction discrete.
 - How/when to provide an escape route if necessary.
 - How to support the customer.
3. Effective techniques in resolving conflict.
4. How to help an indecisive customer.
5. Why customers get upset and how to avoid this.
6. Understanding customers when they are convoluted (i.e. difficult to understand).

7. How to control anger and stress levels within a corporate environment.

8. Red zones and green zones.

- You can make mistakes work in your favour.
- Case study.

Feedback from Recent Clients

It showed us how to control our anger on duty and how to deal with customers. This course made me understand my job and to deal with the customers, staff and students and also made me understand the character of human beings (sic). It gave more knowledge about to differentiate people and know that attitude to work hard about our work and check all the students (sic).

I liked the course because it teaches me how to deal with customers.

The course was good (because) it makes me refresh my memory of my work and gained more ideas (sic).

I changed my whole behaviour when the customers, staff and students approach me with anger. It gave me full knowledge of how to deal with customers (sic).

It taught me good customer service.

Excellent course and very motivational.

Teaches us how to treat our customers professionally.

University of Witwatersrand

I liked the way that the course was presented and the role playing.

Baie intersant en leersaam. Leer baie dinge oor jouself (sic).

The course helped me to realize what I am doing wrong.

I enjoyed learning new skills.

This is the first course I have enjoyed. I feel it will benefit me in all aspects of my life.

Trainer took time to go through. Very active and involved.

Alexander Forbes, Risk Services