
Maximising Customer Satisfaction in a Technical Environment

Days	2
Course code	MPDMCSTE

Profile

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- Do you want to understand how your IT role fits in to your organisation?
 - Do you want to improve the experience that customers have with your team?

People who work within IT environments are usually recruited for their technical expertise. However, increasingly these departments are becoming more and more customer focused – both customers internal to the organisation or external clients. The workshop is designed to give you a greater understanding of the role IT plays in any organisation and to enhance the customer focus skills necessary in today's competitive business environment.

You will benefit from this course if you work in a technical environment providing services to internal and/or external customers, and want to maximise your impact on delivering customer excellence.

By the end of the course you will be able to:

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- identify good and bad customer service behaviour
 - identify the five stages needed to build rapport
 - obtain from customers a clear understanding of their expectations
 - recognise and use techniques such as matching, pacing and signalling to control the call
 - use effective questioning techniques to clarify customer requirements and expectations
 - portray a positive image of your company
 - demonstrate the importance of taking responsibility to achieve customer satisfaction
 - recognise the importance of language indicators and adjust your conversations accordingly
 - identify your preferred behaviours when communicating
 - explain transactional analysis and use it to deal more effectively with customers
 - handle challenging callers calmly and confidently
 - demonstrate how you will reassure customers that their needs will be satisfied.
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What will the course cover?

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- Personal objectives for the course.
 - The importance of your job role.

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- What constitutes excellent customer service and experiences?
 - What makes excellent service face to face and over the telephone?
 - Structuring a conversation with a customer and the stages in the process.
 - Levels of communication.
 - The importance of using matching techniques.
 - Questioning techniques and listening skills.
 - Projecting a positive, take action attitude.
 - Language and positive reframing.
 - Summarising and closing a call/conversation.
 - The transactional analysis model.
 - Matching language – advanced rapport building.
 - Steps for dealing with challenging customers.
 - When and how to say “enough”.
 - Top telephone tips and techniques.
 - Telephone practice and feedback.
 - Completion of a personal action plan.