



*Derek Hendrikz Consulting Presents:*

# **Customer Service for Frontline Employees**

## **About the workshop:**

The customer service for frontline employees training programme is designed to establish a 'customer service' culture of within the workplace. All aspects of customer relationship management (CRM) are covered, but from a frontline employees perspective. Working with difficult customers, telephone skills, the customer value proposition and a customer driven culture are some of the aspects covered during this training programme. It is important that all frontline staff within the organisation attend this programme since in a very real sense it is the frontline who produces the bottom line...

## **The Workshop Mission:**

On completion of this workshop the participant should be able to contribute to the establishment of a culture of service excellence within the organisation through providing superior customer service.

## **Workshop Objectives:**

- ☑ Identifying the customer's problem.
- ☑ Committing to solving the customer complaint.
- ☑ Arranging correct planning and solution to the customer's problems.
- ☑ Communicating with all stakeholders.
- ☑ Providing practical business solutions.
- ☑ Explaining the benefits of customer liaison.
- ☑ Initiating contact with a range of customers.
- ☑ Maintaining contact with a range of customers.
- ☑ Administering contact with a range of customers.





## **Training methodology:**

The methodology is based on interactive learning, i.e. learners will learn by doing. Furthermore learners will use examples from their own organisations, thus ensuring that the learning is anchored at their workplace. As with all DHC training programmes, we strive to effect actual change back at the workplace through effective and practical outcomes based training.




**Programme:**

Time:	Day 1:	Day 2:	Day 3:
08:00-08:30	Administrative Matters	Open Window	Open Window
08:30-10:00	Introduction to customer relationship management	Providing exceptional front desk service	Managing customer contact
10:00-10:15	<i>Convenience Break</i>		
10:15-11:45	The Customer Relationship Management (CRM) process	Telephone skills	Turing moments of truth into 'wow'
11:45-12:45	<i>Lunch</i>		
12:45-14:15	The Customer Value Proposition	Working with customer complaints & problems	Becoming customer driven
14:15-14:30	<i>Convenience Break</i>		
14:30-16:00	Understanding what customers want	Negotiation skills in customer service management	Programme Evaluation





**Who Should Attend?**

-  Frontline employees.
-  Secretaries & personal assistants.
-  All employees who work with customers.
-  Any person interested in practising effective customer service skills.

**Day 1:*****Introduction to customer service excellence***

-  The role & function of the front line employee.
-  Getting to grips with the customer service concept.
-  Customer service vs. service excellence.

***Understanding the CRM Process***

-  The CRM process from A to Z
-  Unpacking the CRM purpose
-  Understanding the generic objectives of CRM
-  Basic assumptions on CRM

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### ***The Customer Value Proposition (CVP)***

Value is what customers pay for. What are you offering your customers? Below is a list of the value propositions that we have in exchange for the customer's sponsorship. We will first learn to understand them and then to apply them:

- Product & Services value.
- Process & Results value.
- People value.
- Communication value.
- Experience value.

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### ***Understanding what customers want***

- How to get rid of your customers – six fool proof ways.
- Fortune 500 secrets to exceptional customer service.
- Understanding the nano-age customer.
- What customers really want...

## **Day 2:**

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### ***Providing exceptional front desk service***

- Representing the organisational purpose.
- Defining our customers.
- Front-line excellence demystified.
- Keys to success in delivering.

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### ***Telephone Skills***

- Different types of telephone calls.
- Managing the call.
- Ending the call.

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### ***Working with customer complaints and problems***

- Managing conflict assertively.
- Seven steps to handling difficult customers.
- Responding to complaints and problems.
- The danger of prejudice in customer service practice.

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### ***Effective negotiation skills in customer management***

It is internationally agreed that negotiation is the number one skill needed in sales, management and customer relations. All contact with customers entails some form of negotiation. Reality is that we are constantly negotiating our relationship with our customers. Below are a few headings that will enable you to enhance your negotiation tactics within the art of CRM practice.

- The art and science of 'closing'.
- Defining your 'closing' purpose and objectives.
- Negotiating the long term relationship.
- Negotiating the customer value proposition.

### **Day 3:**

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#### ***Managing customer contact***

- Initiating customer contact.
- Administering customer contact.
- Process driven customer contact.

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#### ***Turning moments of truth into 'wow'***

- Understanding the 'moment of truth' concept.
- Turning 'moments of truth' into 'wow'.

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#### ***Becoming customer driven***

- Ten steps to becoming customer driven.
- Farming vs. hunting.

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## **Beyond Comparison!**