

CUSTOMER SERVICE AND HOSPITALITY

Exceptional Customer Service

Service that goes past the basics, for teams ready to raise the bar. Over eight weeks your team learns to anticipate needs, recover from service failures, use CRM and social media well, and build a service culture that keeps customers coming back.

LENGTH	SESSIONS	HOURS	FORMAT	PRICE
8 weeks	24	24	Live online or at your workplace	\$2,000 Per person, plus tax

What your team will learn

- Anticipate what customers need and go further than they expect
- Use CRM tools, social media and automation without losing the personal touch
- Turn complaints and service failures into chances to win customers back
- Measure customer satisfaction and build a culture that keeps service strong

Week by week

WEEK

1**What excellent service looks like**

- Session 1 **Exceptional customer service**
What sets exceptional service apart, and the standard this course works toward.
- Session 2 **Why satisfaction matters**
How satisfied customers affect your business, and what drives their satisfaction.
- Session 3 **Needs and expectations**
Recognizing what each customer needs and expects from you.

WEEK

2**Building strong customer relationships**

- Session 4 **Trust and rapport**
Earning a customer's trust quickly and building rapport that lasts.
- Session 5 **Communicating well**
Communication skills that keep every exchange with a customer clear and positive.
- Session 6 **Difficult customers**
Handling difficult customers with empathy, so the conversation stays on track.

WEEK

3

Thinking like the customer

- Session 7 **In the customer's shoes**
Seeing your service from the customer's side of the counter, phone or screen.
- Session 8 **Anticipating needs**
Spotting what a customer will need next, and having it ready.
- Session 9 **Going above and beyond**
Practical ways to surpass what customers expect from you.

WEEK

4

Resolving issues efficiently

- Session 10 **Problem-solving**
Techniques for getting to the root of a customer's problem and fixing it quickly.
- Session 11 **Resolving conflict**
Strategies for calming a disagreement with a customer and finding a fair way forward.
- Session 12 **Complaints as opportunities**
Using a complaint to improve your service and strengthen the relationship.

WEEK

5

Using technology to serve better

- Session 13 **CRM tools**
Using customer relationship management tools to know your customers and serve them well.
- Session 14 **Social media support**
Supporting customers through your social media channels.
- Session 15 **Automation with a personal touch**
Bringing in automation while keeping service personal.

WEEK

6

A service-minded culture

- Session 16 **Leadership's role**
How leaders set the tone for excellent service across a team.
- Session 17 **Teamwork and support**
Helping your team work together and back each other up on service.
- Session 18 **Feedback and improvement**
Building feedback into daily work, so service keeps getting better.

WEEK

7

Service recovery and retention

- Session 19 **Recovering from service failures**
What to do when service goes wrong, to win back the customer's confidence.
- Session 20 **Loyalty and retention**
Loyalty programs and other strategies that keep customers coming back.
- Session 21 **Long-term relationships**
Building relationships that keep customers with you for the long term.

WEEK

8

Keeping standards high

Session 22 **Measuring satisfaction**

Monitoring and measuring customer satisfaction, so you know how your service is landing.

Session 23 **Changing needs and trends**

Adapting your service as customer needs and expectations shift.

Session 24 **Personal action plan**

Each person builds a plan for how they will keep growing after the course.

How the sessions work

Case studies

Real service situations to analyze and learn from.

Practical exercises

Hands-on exercises that put each week's skills to work.

Group discussions

Talk through service challenges together and learn from each other's experience.

Online community

Extra materials, resources and an online community for support between sessions.

Who it's for

- Customer service teams that have the basics and want to raise the bar
- Supervisors and managers who set service standards
- Businesses using CRM tools, social media or automation to serve customers

Book this course for your team

At your workplace or online. We'll send a written quote and dates that suit your team.

(548) 490-4384

david@davidstraining.com

davidstraining.com