

People don't care how much you know until they know how much you care.

Anonymous

Every interaction with a customer is an opportunity to connect in a way that builds loyalty and leaves a positive, lasting impression. Employees come into contact with both internal and external customers throughout the day. The service provider is expected to solve customer problems and meet customer needs in a way that reflects positively on their team, department, and the organization.

Connecting With Customers provides individuals with the skills and strategies needed to enhance each customer connection.

PROGRAM GOALS

- Define the role of a Customer Service Professional
- Respond to difficult situations while "Keeping Your Cool"
- Incorporate the Connecting strategy in all customer interactions

PROGRAM MODULES AND LEARNING OBJECTIVES

Module One: The Customer Service Professional

- Know the Five Key Service Expectations
- Demonstrate the Customer Connection Model
- Define the role of a Customer Service Professional

Module Two: Managing the Interaction

- Implement the "Keeping Your C.O.O.L. Strategy"
- Recognize the impact your body language, voice tone, and choice of words have on customers

Module Three: Enhancing the Connection

- Connect With Customers using a four-step strategy
- Use listening skills designed to:
 - Build rapport
 - Defuse upset and/or angry customers
 - Say "No" in a customer-friendly manner

PROGRAM SPECIFICS

Audience: Front line to Executive level
Length: Eight hours
Format: Workshop environment with discussion and skill practice
Class size: Up to 12 participants per session

Enhancing the Customer Connection

TESTIMONIALS

"This program has given me more productive ways to handle customers, especially the ones who are really angry!"

CSR, Fraud Division, Wells Fargo

"My call handling time dropped from 260 to 230, and I know it's because I have used the diffusing skills I learned in class."

CSR, Cardmember Services, JPMorgan Chase

"This was a great day. I have been to a lot of customer service training programs; however, I learned more today about dealing with customers than in all the other trainings put together."

Customer Service Professional, MedX



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