

*Vary the treatment to equal the satisfaction.*

Anonymous

All customers and colleagues are important and they all deserve the best possible service. That does not necessarily mean that everyone wants to be treated the same way. One person's definition of great service may vary significantly from someone else's definition.

This creates a challenge for the customer service professional. How do you deliver great service on a consistent basis when each customer and/or colleague has a different set of expectations?

*Partnering with Customers and Colleagues* provides individuals with skills and strategies that will enable them to be flexible during each interaction in order to provide great service to all customers and colleagues.

### PROGRAM GOALS

- Establish a business partnership with each customer and colleague.
- Respond to peoples' individual expectations.

### PROGRAM MODULES AND LEARNING OBJECTIVES

#### Module One: Business Partnerships

- Demonstrate the Connection Model
- Know the benefits of creating partnerships with customers and colleagues

#### Module Two: Advancing the Relationship

- Use strategies designed to:
  - Meet individual expectations
  - Ensure an ongoing relationship

### PROGRAM SPECIFICS

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

### *Enhancing the Customer Connection*

#### TESTIMONIALS

"I was always told to treat everyone the same way. This program has taught me that I'll get a lot farther treating each customer and colleague as a unique individual."

CSR, CSBU, Southern California Edison

"I found the elements of creating partnerships as well as learning about the Connection Model very useful. I learned skills that will enable me to deepen my relationships with both customers and colleagues and take those relationships to the next level."

Manager, Retirement Services, JP Morgan

"I like the idea of varying the treatment. Know the basics, and then adjust accordingly. That's going to make my job a lot more interesting!"

Project Manager, Shared Services, So. California Edison



Headquarters: Mills River, NC  
(828) 333-1729  
info@premiertrainingsolutions.com