

SERVING THE CUSTOMER IN TODAY'S WORLD

COURSE OVERVIEW

According to one report, 40% of consumers switched to buying from a competitor because of its reputation for great customer service, 55% cite great service, not product or price, as their primary reason for recommending a company, and 66% said that great customer service was their primary driver for greater spending. The basis of good customer service is simple:

- Treat customers with respect.
- Make them feel heard, understood, and confident that you will do your best to ensure the issue is taken care of.
- Provide the information they need.
- Make their shopping experience easy and satisfying.
- Resolve issues quickly.

What makes it outstanding:

- Providing quality service 100% of the time. Every employee should consistently provide the same level of service with every customer.
- Making a personal connection with the customer. This happens on an individual level—customers don't connect with companies, they connect with individuals.
- Surprising the customer (in a good way).

While creating an outstanding customer experience sounds simple enough, statistics prove it remains a challenge for most. In fact, one survey found that while 80% of companies believe they provide a “superior experience” to their customers, only 8% actually do according to their customers. This program will show you what you can do to create a consistently outstanding experience for every customer.



OBJECTIVES

Successful completion of this course will increase your ability to:

- Establish a company culture that encourages employees to create an outstanding customer experience.
- Identify ways to show customers you care and to make every customer interaction memorable.
- Explore techniques for de-escalating issues and developing loyal customers through effective problem resolution.
- Discover how to ensure self-service systems offer the same outstanding experience as live customer interactions.

CONTACT US TO LEARN MORE!

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