

TRUST

Management & Education

Trust Management Centre

Singapore (Head Office):

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Branches:

Philippines: Unit 3-B Nicolas Bldg., Quirino Avenue, 8000 Davao City

Lao: Unit 21, Sisungvone Village, Saysettha Dist, Vientiane

Vietnam: 21st Floor Capital Tower, 109 Tran Hung Dao St. Hoan Kiem Dist. Hanoi Vietnam

Cambodia: #54, Street 63 Daun Penh, Phnom Penh, Cambodia

CUSTOMER SERVICE SATISFACTION

Practical Tools for building Important Relationship



Build Long-Term Customer Relationship for Repeat Business

Learn Techniques for Dealing with Difficult People

Overcome Barriers to Customer Satisfaction

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What is the Course About?

To do a superior job it is necessary to go beyond service and strive for customer satisfaction. You short-change yourself, your co-workers, and your customers if you are content with merely providing customer service. What most people don't realize is that superior customer satisfaction skills add to every area of your life because they are really relationship skills. Once you determine what your customers want and need, establish specific targets and achieve them, you are on your way to building long-term customer relationship. To provide Superior service³ you need to know how to solve problems, deal with frustrations and stress, give and take feedback, avoid blaming others, and communicate more effectively.

CUSTOMER SERVICE SATISFACTION is full of exercises and practical, proven techniques to teach you how to prevent burnout, build confidence, and open the door to repeat business. The rewards are long-term, mutually satisfying relationships!

The objectives of this course are:

1. To explain why satisfying customers, the people part of your job, is as important as doing the technical part of your job
2. To show how to use the tools of customer satisfaction
3. To provide techniques of overcoming Barriers to customer satisfaction

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CUSTOMER SERVICE SATISFACTION

Contents

Part I: Clearing the Barriers

How Customer Relationship Skills Can Build Your Success

- ❑ Building Customer Relationships for Repeat Business
- ❑ Success Stories

Dealing with Difficult People

- ❑ Job Frustrations and difficult People
- ❑ The Secret of Success
- ❑ Save Time by Taking Situations Professionally
- ❑ Keep the Spotlight on the Issue

Burnout – Threat to Customer Satisfaction

- ❑ Eight Common Signs of Burnout
- ❑ Additional Signs of Burnout
- ❑ Five Techniques for Preventing Burnout

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The Secret to Getting More Cooperation

- ❑ Updating your Beliefs
- ❑ A Selfish and Successful Strategy for Getting More Cooperation
- ❑ Roadblocks to Avoid
- ❑ Working as Partners-Treating your Boss as a Customer

Part II: Building the Foundation

The Problem with Customer Service

- ❑ Satisfaction is Defined by the Customer
- ❑ Meet the Requirements of the People You Serve
- ❑ Customer Satisfaction is Easier When You Have Targets
- ❑ A Shortcut for Defining Targets
- ❑ The Pleasant Payoff

The Customer is not Always Right, But

- ❑ The Customer is Always the Customer
- ❑ Blaming-A Barrier to problem Solving
- ❑ Shortcut to Stopping the Blame Habit
- ❑ Seven Practical Steps to Customer Problem Solving

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Part III: Using The Tools

Getting What You Want

- ❑ Make it Easy for Others to Cooperate with you
- ❑ Six Cooperation Techniques

Building Motivation with Customer Feedback

- ❑ People Need to Know How They are Doing
- ❑ A Simple System for Obtaining Feedback
- ❑ Protect Yourself with Ongoing Feedback
- ❑ Get Systematic Feedback from Your Customers
- ❑ The Best Kind of Customer Feedback
- ❑ Talk About Customer Feedback

WHO SHOULD ATTEND: this workshop is essential for all Team Leaders, Supervisors, Executives, and all other responsible staff

PREREQUISITES: None.

DURATION: 2days (can be customised to 1 or 3 days)

SUPPLIED MATERIALS: Participant Reference Guide, Practical Exercises, and Personality profile Assessment Guide