



TD CONSULTING GROUP's *Think Customer Service!®* program is customized to the needs of each client. Each of the following paragraphs represents a module in the overall program. In conjunction with the client, TD conducts a comprehensive needs analysis which serves as the basis of a skill-based training program.

Learning Objectives: By the end of this session, learners will be able to:

- Define Customer Service and its major components.
- Identify What's Outstanding about the organization.
- Explain Moments of Truth and their role in customer service for both internal and external customers.
- Discuss and practice basic communication skills: Listening, Speaking, and Non-Verbal Communication.
- Use initiative in interacting with customers and spreading knowledge of the organization.
- Describe and demonstrate a step-by-step approach to achieving Customer Satisfaction.
- Demonstrate techniques for solving problems and relating to difficult customers.

QUALITY CUSTOMER SERVICE DEFINED

Each organization provides a unique context for the provision of quality customer service. Statements of vision, mission, strategic goals, customer service philosophy, and significance of quality customer service to the overall success of the organization are integrated into this opening module. Research regarding customer complaints and customer retention is explored.

CREATING POSITIVE MOMENTS OF TRUTH

By definition, any interaction with a customer is a "moment of truth." Participants will analyze their own experiences, discover what research on customer service expectations shows, and strategize how to create moments of truth for their own customers – both internal and external, in-person and/or on the phone. Customer (demographic) profiles may be included.

SUPERIOR COMMUNICATION SKILLS

Effective communication skills including *Active Listening, Tone of Voice, Word Usage, Questioning Techniques, and Non-Verbal Communication* are modeled and practiced.

FIVE STEPS TO CUSTOMER SATISFACTION

A Customer Satisfaction Model provides a step-by-step proven process for maintaining customer satisfaction. Participants observe various customer interactions (role-play, audio-tape, demonstrations, etc.) and then practice the model in the classroom. The SERVE model includes: *Start with Courteous Communication, Engage Customer Proactively, Relate Knowledge of the Organization, Verify and Solve Problems, End with Recap and Thanks*. Techniques for dealing with difficult customer situations are discussed.

KNOWLEDGE OF ORGANIZATION'S PRODUCTS AND SERVICES

If requested, this portion of the *Think Customer Service!®* program is customized with the client. It may involve learning a new product, service, or system, or cross-training on existing ones. Assessments can be incorporated to ensure a thorough understanding of the organization's products and services prior to actual customer contact.

CUSTOMER SERVICE AND THE TELEPHONE

Hands-on practice using tone, inflection, volume, and pitch to ensure a professional, pleasant communication by customer service representatives. Areas of focus can include: organization's specific call flow, escalation procedures, etc. Organizational requirements regarding call volume, response time, length of contact, etc., may be included in this section.