



GREAT customer service – ‘in a nutshell’

A webinar

Overview

In our digital, ‘results now’, ‘always on’ and ‘click here’ world, we’re far removed from the emotionally connected customer experience that interaction with a human being provides.

In customer service it’s important that customers have their issue put right, their problem solved, or their question answered – but the biggest differentiator is how the customer feels when they interact with an organisation.

In this ‘taster’ session, we cover the essence of the GREAT skills needed to meet your customers’ needs and wants.

What’s in it for you?

This session will help you:

- Warmly greet the customer, building trust from the beginning
- Recognise what the customer really needs, through asking curious questions and listening to understand
- Attune to the customer’s communication preference, so that you can truly empathise
- Show how you will own the customer’s issue or question
- End the interaction on a high, with a personal and memorable goodbye

Who should attend?

Everyone! Customer service is everybody’s responsibility.

This is also a great opportunity – for L&D managers, customer service managers and others contemplating some customer service training for their team – to get a feel for the GREAT approach. Worth trying in your organisation?

This webinar can be run for 45, 60 or 90-minutes.

Agenda

1 Introduction

- Making the emotional connection

2 What is GREAT Customer Service?

- **G**reet – A warm welcome, building trust from the beginning
- **R**ecognise needs – Recognising what the customer really needs
- **E**mpathise – Displaying genuine empathy and attuning to the customer
- **A**ct – Acting with accountability and owning the customer’s issue
- **T**hank – Thanking with sincerity and ending on a ‘high’

3 Conclusion

- Review and reflect
- Action plan

Any questions? Please just give us a call on 01582 463464 – we’re here to help!

Or visit www.thecustomerservicetrainingcompany.co.uk