

Delivering Service Excellence

How well do your teams develop rapport and maintain positive relationships with customers? Can they confidently and proactively handle requests and complaints while building customer engagement?

This interactive course builds strong foundations in communicating with customers, personalising touchpoints and interactions to develop and maintain relationships. Through more confident, professional, proactive customer management, your organisation will better engage customers and achieve performance objectives.



Objectives	Benefits
<ul style="list-style-type: none"> • Create an optimal, engaging customer journey underpinned by consistent service standards 	<ul style="list-style-type: none"> • "Participants will enhance their credibility as effective customer management professionals, engage customers and achieve performance goals
<ul style="list-style-type: none"> • Build rapport with and engage customers through effective listening, verbal and non-verbal communication 	<ul style="list-style-type: none"> • Customers will feel more connected and loyal to your brand, through increased trust and personalised engagement at key touchpoints
<ul style="list-style-type: none"> • Proactively and sensitively manage complaints and refuse requests to maintain customer engagement and improve retention 	<ul style="list-style-type: none"> • Your organisation will build customer relationships that will drive an emotional connection with the brand and support business growth

- Establishing level course: build strong foundations
- No experience needed
- Minimum intermediate (B1) level English

Delivering Service Excellence - Course outline

Module	Competency
Service excellence essentials <ul style="list-style-type: none"> Identifying the role of service delivery in WOW brands Evaluating your service excellence skills and setting goals 	<ul style="list-style-type: none"> Set goals to improve service excellence skills by analysing behaviour against criteria for effective performance
Mapping the customer journey <ul style="list-style-type: none"> Analysing moments of truth Creating and evaluating a customer journey map 	<ul style="list-style-type: none"> Make recommendations on how to improve your customer journey
Consistent customer service <ul style="list-style-type: none"> Building trust with customers through more consistent behaviour Analysing how customer service standards underpin customer experience 	<ul style="list-style-type: none"> Consistently use customer service standards to build trust with customers
Understanding customer needs <ul style="list-style-type: none"> Understanding the different levels of listening Using questions to understand and manage customer expectations 	<ul style="list-style-type: none"> Use active listening techniques to understand customer needs
Building rapport and trust with customers <ul style="list-style-type: none"> Identifying rapport building behaviours Refusing requests empathetically 	<ul style="list-style-type: none"> Genuinely connect with customers to earn trust even in challenging situations
Communicating with your customers <ul style="list-style-type: none"> Using the 3 Vs of communication to create connection Understanding what makes an effective conversation 	<ul style="list-style-type: none"> Achieve positive interactions with your customers by aligning verbal and non-verbal communication
Retaining the customer <ul style="list-style-type: none"> Understanding the hidden value of complaints Managing complaints and gaining back customer trust 	<ul style="list-style-type: none"> Use a customer-centric approach to manage a variety of complaints
Service excellence mini-clinic <ul style="list-style-type: none"> Evaluating service excellence skills against best practices Setting goals and action planning for successful service interactions 	<ul style="list-style-type: none"> Develop plans to achieve service excellence goals in the workplace by selecting tools and techniques for effective performance