



*Shaughnessy Howell*

## ***B.E.S.T. Customer Service*** *Building Excellent Service Together*

Companies in competitive markets are beginning to recognize that repeat business is directly influenced by how their Customer Service professionals work with their customers. Regardless of the service or product an organization offers, the basis of every business is interacting with, selling to, and communicating with people.

Excellent Customer Service is rarely an accident, it happens because it is a management priority, an organizational focus, and part of the total organization culture.

The B.E.S.T. Customer Service program teaches practical and powerful skills that guarantee that participants gain the insight into client behaviour and learn effective tools for creating lasting client satisfaction. This program is designed in a highly interactive and flexible format and can be delivered in a series of two-hour modules or as full-day workshops.

### **Program Objectives**

By the end of this program participants will be able to:

- Understand the role that customer service plays in achieving organizational and personal objectives
- Apply a customer service mindset
- Use contact standards to shape the customer experience
- Apply the skills of relating, listening, questioning, and explaining to customer contacts
- Personalize each customer contact
- Respond appropriately to customer emotions

156 King Street South Waterloo, Ontario N2J 1P6

***Knowledge • Continuity • Focus***

Tel: (519) 746-5203 Fax: (519) 746-6135 [www.shaughnessyhowell.com](http://www.shaughnessyhowell.com)



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## Program Outline

### Module 1: Customer Service Mindset

- Why quality customer service is essential
- Service from the perspective of the provider and the customer
- Customer Service Mindset

### Module 2: Contact Standards

- Contact standards – an important part of the customer experience
- Using contact standards to shape the customer experience
- Greeting
- Stating you can help
- Using courtesy
- Using names
- Closing

### Module 3: Relating

- Establishing positive working relationships
- Showing customers we care
- Expressing interest

### Module 4: Listening

- Listening skills that impact customer satisfaction
- How to listen for facts
- How to listen for feelings
- Communicating with empathy
- The importance of confirming and paraphrasing

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### Program Outline (cont'd)

#### Module 5: Questioning

- How to use questions to demonstrate interest and master control
- How to guide customers by asking effective questions
- The importance of questions in solving customer problems
- How to increase customer buy-in by explaining 'why'
- Maintaining call control

#### Module 6: Explaining

- How to eliminate jargon and increase understanding
- Techniques for identifying how much is too much information
- The importance of explaining the benefits of actions and solutions

#### Module 7: Personalizing

- Why personalizing creates a lasting impression on customers
- How to dramatically improve satisfaction by personalizing your comments
- Techniques to tailor your comments so that each customer experience is unique

#### Module 8: Handling Emotions

- How to handle emotions positively and productively
- The importance of validating emotions
- How to reassure customers so that emotions don't get in the way of solving problems
- How to avoid words that trigger negative emotions

Course Length: 2 Days

Class Size: 10-15 Participants

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