



# Exceptional Customer Service

Would your customers say that dealing with your organisation is always a positive experience?

On average, loyal customers are worth 10 times as much as their first purchase. Multiple research reports show that customers are willing to spend more with a company they felt provided an outstanding customer experience and excellence in customer service. Not surprisingly 68% of customers who leave a supplier do so due to bad service.

Participants in this course can expect to achieve the following outcomes:

- Understand the true meaning and importance of customer service to their current organisation
- Explore the concept of “Customer Experience” including their needs, wants and expectations
- Learn how to style-flex their communication
- Learn how to actively listen and identify the real nature of customers’ enquiries or complaints
- Become adept at using customer complaints to recover and rebuild customer confidence
- Develop their ability to initiate additional sales
- Gain improved confidence in themselves and their ability to provide exceptional customer service

Successful completion of the course will provide Participants with a Statement of Attainment for the units of competency listed on the next page.

# Exceptional Customer Service



The importance of exceptional customer service becomes crystal clear when you consider that it is 5 to 7 times more expensive to acquire a new customer than it is to keep a current one.

This short course equips frontline staff with the attitudes, interpersonal skills and knowledge to positively deal with customers and clients, whether this interaction is face to face, over the phone or electronically. Participants will develop their skills in dealing with customer complaints, improving customer confidence, developing customer loyalty and increasing customer revenue through additional sales. As a result, organisations will see a return on their investment for upskilling their key frontline people.

LMA's Exceptional Customer Service course is conducted over four interactive fortnightly workshops. Participants receive and utilise a range of digital and hard copy resources to assist their learning and development. They are also encouraged to apply their new knowledge back into the workplace to achieve improved results.

The course can be run in-house or Participants can join others from different organisations in open-programs.

Successful completion of the course will provide participants with a Statement of Attainment for the following units of competency:

BSBOPS304	Deliver and Monitor a Service to Customers
BSBOPS305	Process Customer Complaints

## Overview Meeting

Workshop Activity - Waste

Workshop Activity - Challenges, Issues and Possible Development Needs

Possible Goals and Objectives to be Achieved During the Program

Goal Planning Sheets - Personal Goals

Goal Planning Sheets - Team Goals

## Module 1

Introduction

What or Who is a Customer?

What is Service?

What is Customer Service?

What is Customer Experience?

The Importance of Customer Service

Attaining Excellence in Customer Service

Taking a Customer's Perspective

Needs

Your Personal Role

## Module 2

Introduction

Developing a 'Be of Service' Attitude

Customer Service Knowledge

What Customers Really Want

Exploring Key Attributes

Building Relationships

Learning from Your Customers

Developing Resilience and Personal Stamina

## Module 3

Introduction

Understanding Customer Expectations

Understanding and Applying Key Customer Service Skills

Clear and Constructive Communication Skills

Written Communication Skills

Communication Style Flexing Skills

Listening Skills

Questioning Skills

Positive Language Skills

Closing Skills

Using Your Skills To Handle Customer Complaints

Improving The Overall Customer Experience