

10 Exceptional Customer Service

Understanding the Customer

40 percent of customers reference poor service as the main reason for leaving a company or organization. Of this 40 percent who leave, 68 percent cite "indifference" as the predominant component behind the poor service received. Customers have four basic needs. Understanding these needs gives valuable insight into how to retain your customer's business. Look through your customer's eyes to see how they perceive the service your organization is delivering. Learn the five dimensions of superior customer service.

Developing Essential Customer Service Skills

You are communicating something at each and every point of contact with a customer. Sometimes, you may not be sending the intended message. Learn the three components of communication and where to place your emphasis. Also, learn why listening is much more than simply processing sounds. Discover the four steps to active listening that will help you find both the real and the hidden meaning in the context of the words spoken.

These steps along with other effective communication skills will ensure that you develop the rapport essential to providing exceptional customer service, enabling your customers to identify you as the "voice of your organization".

Dazzle the Difficult Customer

It is a fact that you are going to have to deal with difficult customers in business. Learn how to handle the upset, demanding or difficult customer and turn that dissatisfied customer into one who acts as an active ambassador for your organization.

Overcoming Challenging Situations

Learn how to handle problems effectively and minimize the negative effects when you must deliver bad news.

Mistakes are a fact of life and will happen on occasion. Discover the skills that can help you recover from these situations quickly.

Remember, customers may have difficult expectations regarding what was promised or sold. Learn how to treat your customers as if they are always right especially when they're wrong.

Establish a Winning Attitude

The conversation going on inside your head can be the overriding factor in determining whether your interaction with a customer is positive or negative. Learn how to adopt and maintain a winning attitude that can become contagious and spread throughout your organization.

The Service Superstar

We have all met the Service Superstars. These stars are crucial to any organization as they are used as a standard against which to measure others. Discover the daily habits that create Service Superstars and how you can develop them.