

6-Star Customer Service Excellence

六星級的待客之道

MEDIUM : English / Cantonese / Putonghua **COURSE CODE** : 6CSE

In a competitive business world where the demand is after the supply, building customer trust and maintaining their loyalty are the professionals' top priorities. They need to communicate their ability, attitude and discipline to meet and exceed their customers' expectations. Customer support should be provided consistently throughout the service process. In this programme, the participants will develop their service skills as follows:

1. Building rapport with customers
2. Delivering service to meet customers' needs
3. Negotiating for business results
4. Turning problems into opportunities

Methodology

Lecture, Role-plays, Discussion, Video

Course Outline

1. The Service Process

The participants will compare an eight(8)-step sale process to the service process. They will define how to meet customer expectations on a two(2) levels: Basic and Extra

2. Building Rapport

The participants will understand the impact of verbal, vocal and visual elements in the following communication channels: Face to face, On the phone and In writing

3. Listening to Identify Needs

The participants will view a *video* and followed with a *discussion* to:

- Define active listening behaviours
- Learn questioning techniques to probe information

4. Presenting with Confidence

The participants will *practise* through *exercises and role-plays*:

- A customer-oriented language
- Empathetic vocal elements
- Enthusiastic body language

5. Negotiating for Win-Win Solutions

The participants will *role play* situations requiring them to overcome objections by:

- Staying focused
- Choosing negotiation methods

6. Service Recovery

The participants will learn how to *resell* service in the following situations:

- Handling complaints
- Dealing with difficult customers

7. Networking with Customers

The participants will *discuss* ways to maintain their rapport with others by networking with:

- Internal customers to pool resources
- External customers to expand business