

# 6-Star Customer Service Excellence 六星級的待客之道

MEDIUM : English / Cantonese COURSE CODE : 6SCSE DURATION : 1 day

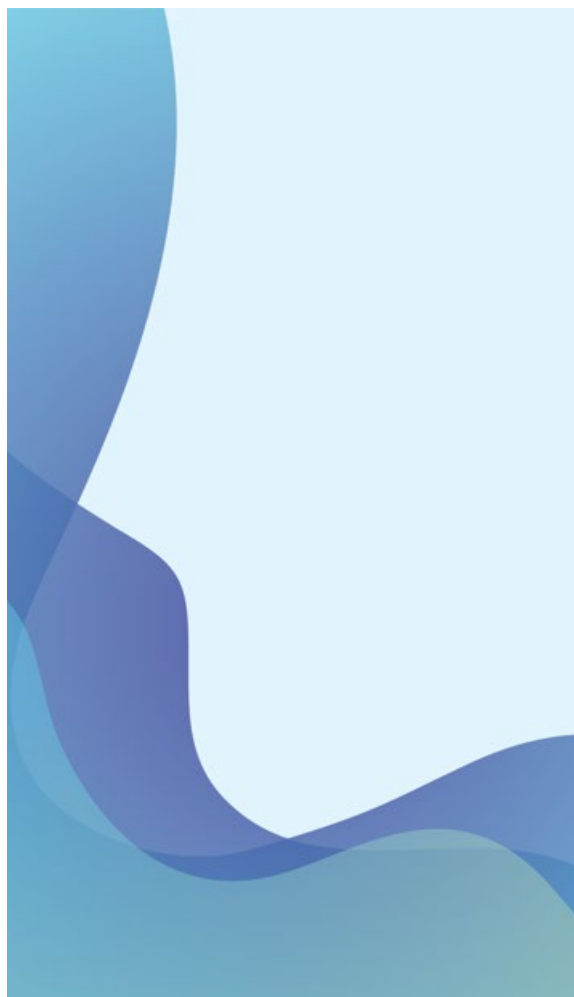
Creating an outstanding service experience for customers is the training direction for service excellence. Service personnel will make a difference in communicating service attitude, product knowledge and solution offer.

The takeaways include forming a strong service focus:

- Drive the service process with the WII-FM (What's In It For Me) focus
- Listen to identify needs
- Speak and write the service language
- Overcome objections with emotional intelligence
- Be solution-focused in managing expectations
- Adapt to cultural and behavioural styles
- Commit to follow-up
- Learn the service template for service on the phone and via writing

## Methodology

Lecture, Role-play, case studies and exercises based on our unique service model and templates.



## Course Outline

### 1. Make a Difference with WII-FM

The participants will reckon the importance of a What's In It For Me focus in service excellence. They will define how to meet customer expectations on 2 levels:

- Basic
- Extra

### 2. Building Trust and Rapport via Communication Channels

The participants will understand the impact of verbal, vocal and visual elements in the following communication channels:

- Face to face
- On the phone
- Via writing

### 3. Listening to Identify Needs

The participants will learn through case studies and exercises:

- Define active listening behaviours with the cascading model
- Learn questioning techniques to probe customer needs

### 4. Presenting with Confidence

The participants will practise through exercises and role-play:

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

### 5. Negotiating for Win-Win Solutions and Adapting to Behavioural Styles

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

- Staying focused
- Choosing negotiation methods
- Adapting to cultural and personality differences

### 6. Phone Service

The participants will practise a template to drive the phone service process:

- Greet customers
- Identify needs
- Respond with solutions
- Transfer calls to the right resource person
- Put callers on hold
- End calls

### 7. Service Writing

The participants will practise the following model to excel in service:

- Focus on WII-FM reason for writing
- Provide easy reference
- Time the action

### 8. Service Recovery

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

- Handling complaints
- Dealing with difficult customers