Managing Customer Service Expectation 管理客戶期望

Customer service is crucial for business excellence. How we engage with customers will determine the future viability of the business.

This training course provides an overview of what it takes to manage and exceed customer expectations, commonly referred to as 'service excellence'. It will enable participants to appreciate the relevance and impact of service excellence as well as offering a roadmap of practical skills, information and guidelines that will enable their organization to achieve service excellence in their operations.

The course balances between soft and hard aspects of service excellence. Soft aspects refer to dealing with customers; hard aspects refer to the system, processes, and technical aspects of customer management. This approach will enable course participants to have a grounded view towards customer service excellence, with relevant skills gained by working through the practical course materials.

Key Objective

1. Appreciate the importance of service excellence
2. Adopt a process approach to manage customer expectations
3. Learn techniques in winning & influencing customers
4. Apply techniques in building customer relationships
5. Discover insights from customer engagement

Methodology

This workshop will be conducted in a highly interactive manner with participants engaged in *small-group discussions and presentations, and role plays*. Participants are expected to apply concepts and techniques into their work situation during the course of this Workshop.
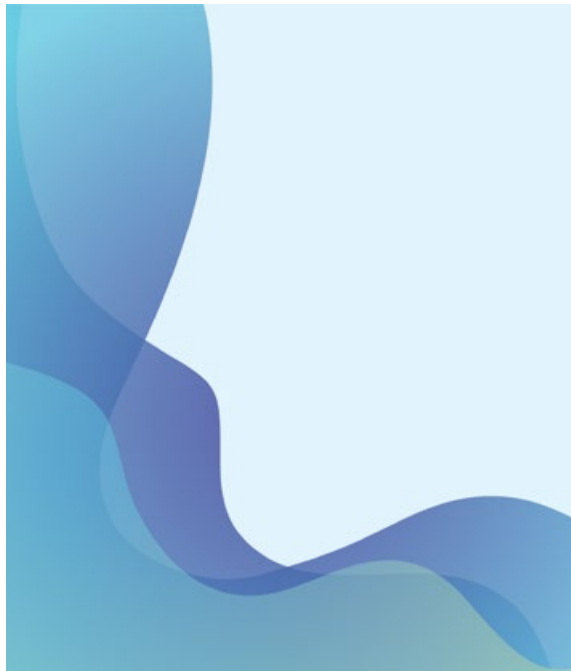
Course Outline

1. Introductions
- Key Objectives
- Ground Rules

2. Setting the Stage: Service Excellence
- Getting the Fundamentals Right
- Raising the Bar for Service
- Creating Value Relationships
- Appreciating Service-Profit Chain
- Customer Satisfaction versus Customer Loyalty

3. Moments of Truth (MoT) Concept I
- Showcasing MoT
- *Service Cycle Mapping: Case Study on HK Engineering Company*

4. Moments of Truth (MoT) Concept II
- Showcasing Service Cycle:
- Pre-Sales Function
- Service Function
  (Participants to work on developing their Service Cycle Maps)

5. Managing Service Recovery
- Customer Expectations in a Recovery
- Customer Recovery Assumptions
- The RECOVER Model
- *Role Play*
  (Participants will develop Service Breakdowns and apply Service Recovery techniques)

6. Managing Difficult Customers
- Why Customers Become Difficult: Four Intentions Behaviour Model
- 5 – Step Approach to manage difficult customers
- *Sharing of Experiences*
  (Participants collate & share difficult customer situations)

7. Influencing Customers for Excellence
- Influencing Facts
- Model for Influencing Others
- Four Influencing Styles
- Eight Influencing Misconcepts
- *Sharing of Experiences*
  (Participants will share personal influencing experiences in the customer operating environment)

8. Leveraging Relationships & Connections
- Importance of Relationships & Connections
- Universal Desires & Fears
- Five (5) Types of Conversations
- Active Listening
- Balancing Advocacy with Inquiry
- Getting (Un)-Stuck with Conversations
- Conversation Principles
- *Role Play: Having a Generative Conversation*
  (Participants engage in a Generative Conversation Role Play)

Please contact CEL for a quotation if your are interested in organising any of the topics as in-house on-site or off-site training.