

Serving Customers from the Heart

以「心」為本的專業服務技巧

MEDIUM : English / Cantonese / Putonghua **COURSE CODE** : SCH

Customers are the reasons businesses exist. Every manager must recognize this fundamental truth in business. While professionals focus their services to the customers on the technical side, managers often need to deal with the customers' concerns, complaints, and even emotions.

The purpose of this workshop is to provide participants with the skills and tools to communicate with customers and handle their concerns effectively and professionally.

Training Activities

Discussions, exercises, demonstrations, role-plays, games, mini-lectures

What participants will learn

- Appreciate the need to provide quality customer service
- Think positively and develop a win-win mindset
- Recognize the positive intention behind an expressed dissatisfaction
- Respond positively to customers complaints
- Apply effective communication skills to achieve positive outcome
- Handle complaints and enquiries tactfully and sensibly

Course Outline

Through *discussions, demonstrations, role-plays, mini-lectures, simulation exercises, and games*, participants will learn the following concepts and skills:

1. Introduction

Most people will agree that customers are important to an organization. What they often fail to grasp is the true value of a customer. Through *discussions and a self-assessment*, participants will learn the following:

- Who is a customer?
- The golden triangle
- Why do we need good customer services?
- Types of customers
- Moment of Truth
- Cost of losing a customer
- Elements of professional customer services

2. Communicating with customers

Good customer service begin with effective communication. Through *a game and discussions*, participants will learn:

- The key areas of focus in communicating with customers
- Identifying customer's needs and wants
- Reading customer's unexpressed messages
- Recommending appropriate solutions
- Responding to concerns
- Key steps in communicating with customers

3. Dealing with complaints

Handling complaints is simply part of customer service. How we handle a complaint, however, determines if a customer will remain your customer. Through *case studies, videos, and discussions*, participants will learn:

- Why do people complain?
- Complaint is a gift
- Finding win-win solutions
- Key steps to handle complaints

4. Dealing with difficult customers

No one welcomes a difficult customer. Yet behind the behaviour of a difficult customer, there lies the key to dealing with them effectively. Through *group exercises, case studies, and discussions*, participants will learn:

- The threatened intents
- Controlling yourself
- How to be assertive without being offensive?
- Dealing with some common types of difficult customers
- Why are some customers difficult?
- Dealing with emotional reactions