



call center

Entrepreneurial Customer Service

Customer service is what makes the difference between keeping and losing customers, between making a profit and losing market share. In today's business climate, service is what gives your company a competitive edge. And the front line associate with direct customer contact is the company's primary channel to meet customer needs. The way the front line associate handles customer requests, inquiries and problems is crucial to the success of the organization.

The future belongs to those companies who consistently manage for customer service excellence. This means delivering to customers what they want, when they want it, and in a way that is convenient to them. Customer service excellence requires a clearly defined strategy--one that is aggressively pursued and effectively managed. It demands the active participation of every person in your company--especially those at the top. The results are well worth the effort.

Objectives

- Define customer service requirements and needs
- Understand the impact of non-conformance on service and quality standards
- Apply techniques for improving service and quality

Workshop Agenda

- Ideal Customer
- Moments of Truth
- Internal Customers
- Telephone Skills
- Service Recovery
- The Winning Edge
- Customer Expectations
- Seven Sins of Service
- Seven Sins of Internal Service
- Face to Face Skills
- Dealing with Difficult Customers

For more information:

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