
Remarkable Customer Experiences

PROGRAM OVERVIEW:

Customer Experience is a key component of ensuring organisations achieve their purpose and goals.

Managing customer experiences means building relationships that are trusting, enduring and able to navigate through challenging situations. And that is the key to engaging and retaining customers longer-term.

This program develops the essential mindset and behaviours that enable organisations of all types to deliver remarkable customer experiences every time to every stakeholder.

Program options include full-day or half-day, and delivery face-to-face or webinar-style 'virtual classroom'.

All programs include optional pre-course and post-course self-paced projects to encourage learning transfer with a focus on building learning around real workplace contexts to ensure engagement and understanding. Program content, scenarios and case studies can be tailored on request to reflect your organisational context.

KEY LEARNING OUTCOMES:

At the end of the program participants will be able to:

- Recognise the benefits of exceptional customer service.
- Assess the level they are currently providing.
- Identify key elements of exceptional customer experiences.
- Use verbal and non-verbal communication skills.
- Meet customer needs, emotional or transactional.
- Communicate with customers in a range of contexts, including telephone, email and in-person.
- Apply a growth mindset to dealing with customer complaints.



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TOPICS COVERED

- Benefits of a customer-centric focus
- Identifying your customers
- Exploring customer needs and wants
- Building trust and rapport
- Verbal and non-verbal communication
- Skills for customer engagement
- Telephone techniques
- Listening and questioning
- Choosing language that resonates
- Skills practice and application

Full day program also covers the topics below:

- Build enduring customer loyalty
- Manage difficult situations of high emotion
- Find opportunities for delivering truly remarkable customer service
- The builders of customer loyalty
- Managing yourself in a difficult conversation
- Knowing when and how to escalate
- Innovation – beyond the ordinary

