

Course Title: Creating “WOW” In Customer Service

Introduction

In this modern world, customers are never lack of choice as to who they select to supply goods and services that they desire. Providing excellent “WOW” Customer Service has to be the top priority for companies in order to compete in today's customer oriented environment.

To attract new customers and retain existing business, companies have to delight their customers with services that are constantly and consistently exceed the customer's expectations.

Learning Objective

In this full-day workshop, participants will learn how to build robust relationships with customers from a wide variety of backgrounds. They will take away strategies and techniques that allow them to improve their services, systems, organization and people in order to create “WOW” in their customer service.

“The goal as a company is to have customer service that is not just the best, but legendary.” ~ Sam Walton ~

Course Contents

- **The Importance of Customer Service in Today's Business World**
 - What is customer service and why is it so important?
 - Who are your “real” customers and what are their expectations?
 - What are the Realities of Customer Service?
- **Leadership and Customer Service**
 - What are leader's roles in Customer Service?
 - How do you ‘model the way’?
 - How to set effective goals and performance measurements?
- **Focus on Customers**
 - Five questions you must ask about your customers
 - How to listen to the VOC?
- **Know Your Current State of Customer Service**
 - How to conduct Service Quality Audit?
 - How to calculate your Cost of Service Quality?
- **Towards “WOW” Customer Service**

- Creating a Customer Friendly Culture
 - How to find your CSOs?
 - How to develop Customer-Champions throughout your organization?
 - Coaching Customer-Champions to make decisions and solve problems.
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- **Sustaining “WOW” Customer Service**
 - How to effectively communicate feedback
 - Recognizing, Rewarding and Celebrating Success
 - Cultivating the mindset of Continuous Improvement
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- **Summarizing and Closing**

For Whom

Business owners, Managers, Professionals, Executives and Supervisors who are committed to improve customer service.

Method of Learning

Besides inputs from the experienced facilitator, the programme will involve intensive use of group discussions, role plays and self-reflection.

Date and Duration

Date: Wednesday, November 8, 2017

7 contact hours

Course Time: 9am to 5pm

Course Fee

Course Fee inclusive of GST (7%)

\$340/- (includes 2 Tea Breaks, Course Package Materials. Lunch is excluded)

Venue

3 Temasek Avenue, Level 21, Centennial Tower, Singapore 039190 (Next to Promenade MRT Station)

Course Facilitator

Johnny Lee

Johnny is a passionate speaker, trainer, and coach with more than 16 years of experience in developing and conducting impactful and transformational training and presentations to a wide range of audiences.

Johnny is certified by many accredited bodies and some of them includes:

- B.Sc. Econs. (Hons) Management Studies (UOL)
- Advanced Certificate in Training and Assessment
- Certified Master Practitioner of Neuro-Linguistic Programming
- Certified Emotional Intelligence (EQ) Trainer
- Certified Behavioural & Career Consultant
- Certified Administrator of DISC Personality Profiling
- Certified Consulting Hypnotist and Instructor (NGH)
- Approved WorkPro Work-Life Grant Trainer

He specialises and regularly conducts workshops and presentations on topics such as Leadership and Managerial Skills, Public Speaking and Presentation Skills, Negotiation and Influencing Skills, Communication Skills, Emotional Intelligence (EQ), Customer Service excellence, Team Building and Development, Personality Profiling (DISC), Stress Management, Workplace Relationships, and Productivity Improvement.

Johnny has 30 years of corporate leadership experience, successfully led and managed organisations from light to heavy manufacturing industry. He has effectively harnessed the individual brilliance of his co-workers to drive extraordinary performance and has personally groomed hundreds of confident and effective supervisors and managers.

Drawing upon his extensive knowledge, skills and experience in leading edge tools, techniques, and strategies from Neuro Linguistic Programming (NLP), Neuro Semantics, Emotional Intelligence (EQ), Behavioural and Personality Analysis, Hypnotism, and Human Needs Psychology, he has trained, and coached thousands of people, helping them to become confident and effective in their performance.

Contact

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