



Customer Service Excellence & Negotiation Skills

OVERVIEW

In a short period of time, COVID-19 has overwhelmed lives and livelihoods around the globe. It has also forced a rethinking of what customer care means. Suddenly, examinations of customer journeys and satisfaction metrics to inform what customers want have given way to an acute urgency to address what they need.

This course will share with you a process that will, step by step, lay out what it takes to be an All-Rounder Customer Service. Once you master this process, you can win every kind of customer like a superhero that always win.

How does it work? First, set the right mindset on customer service knowing the value and the role it plays individually and within the company. Then, we will look into what it takes for a customer service to be qualified as a professional customer service and the approaches to serve all kind of customers.

LEARNING OUTCOME:

By end of this training, you will be able to:

- Internalise why great customer experience is important
- Understand how providing great experience helps their job
- Communicate effectively with different type customer
- Listen actively to customer's request
- Use skills in clarifying questions asked
- Handle difficult customers

TRAINING MODULE

Module 1: Understand Customer Service

- Making sense of customer service and the importance of excellent customer service in an organisation.

Module 2: Who is Customer?

- Once you learn who your customer truly is, you will explore the key to excellent customer service and to be empathise with the key challenges now and in the future.

Module 3: Excellent Service Equation

- Introduce Excellent Service Equation as a framework to identify great excellent customer service behaviours and for meeting the customer expectations discussed earlier.

Module 4: Determining Customer's Needs

- Learn the essential communications skills to determine a customer's need and improve our interaction with customers.

Module 5: Understanding Customer's Expectation

- The key to being impactful is to first gain the ability to understand customers' needs and expectation, to recognize how they are formed and to define them into categories. If you can understand what they expect and value, you can provide a fair solution that will edify the consumer and strengthen your relationship.

Module 6: Questioning Skills

- Learn the skills of questioning and ask the best type of questions so that you can quickly get to the core issues.

Module 7: Active Listening

- One of the most important skills in dealing with customers is to learn how to listen to them sincerely to gain their trust and understand what underlies their comments and complaints.

Module 8: Positive Language

- One thing that triggers customer dissatisfaction is when customer hears "no", "we cannot", "we do not"! Learn the importance of positive language in the communication process to focus on what you can do instead of what you can't do.

Module 9: Problem Solving

- Introduce the steps to problem solving and practise problem solving.

Module 10: Dealing with Difficult Customers

- Learn the strategy to deal with different types of customers and get them to like you.

Module 11: The Art of Negotiation in Customer Service

- Not a single day passes without negotiation for a customer service agent. It could be during conflict resolution or feature requests or when you are recommending an upgrade. Being a customer service agent is more than just dealing with difficult customers. Strong understanding and effective persuasion are the guiding stars to conduct a good negotiation.

Module 12: Position-Based Vs Interest-Based Negotiation

- Learn the 2 approaches to negotiation and which approach to use in different situation

Module 13: Credit Collections Best Practices

- The best practices of credit collections with easy-to-follow procedure that all customer service agents can apply at work professionally. Phrases and terms you can use for credit collection.

Module 14: Credit Collection with Phone

- How to phone customer to ask for payment
- Credit Collection with Email
- How to email customer to ask for payment

