

3-Day Customer Service Training Program TOC

Day 1: Foundations and Customer Understanding

Session 1: The Value of Customer Care (3 hours)

- Topic 1A: Understand Customer Care
- Topic 1B: Customer Care and Motivation
- Topic 1C: Standing Out with Customer Care

Session 2: Customers Define Success (3 hours)

- Topic 2A: Trends in Customer Service
- Topic 2B: The Customer Care Equation

Session 3: Introduction to Customer Satisfaction (2 hours)

- Definition and importance of customer satisfaction metrics like Net Promoter Score (NPS) and Customer Satisfaction Score (CSAT)
- Link between customer satisfaction and business success
- TED Talk: "The Happy Secret to Better Work" by Shawn Achor
- Theory: Maslow's Hierarchy of Needs

Training Methodology:

- Role-Playing Exercises
- Interactive Presentations

Day 2: Building Relationships and Handling Challenges

Session 4: You Make the Difference (1 hour)

- Topic 3A: The Human Touch

Session 5: Customer Relationships (4 hours)

- Topic 4A: Face-to-Face Contact
- Topic 4B: Service Face to Face
- Topic 4C: Benefits of Active Listening
- Topic 4D: The Value of Complaints
- Topic 4E: The Service Recovery Process

Session 6: Who Is the Customer? (3 hours)

- Topic 5A: Customer Relationship Management
- Topic 5B: Internal Customers
- Topic 5C: Value Chain Management

Session 7: Engage Difficult Customers (2 hours)

- Topic 6A: The Unreasonable Customer
- Topic 6B: The Angry Customer
- Topic 6C: The Unhelpful Colleague

Training Methodology:

- Case Studies and Group Discussions
- Peer Feedback and Reflection

Day 3: Enhancing Loyalty, Sales, and Continuous Improvement**Session 8: Increasing Customer Loyalty (2 hours)**

- Topic 7A: Moments of Truth
- Topic 7B: Analyze Moments of Truth

Session 9: Increase Sales via Service (3 hours)

- Topic 8A: Sales Orientation
- Topic 8B: Features and Benefits
- Topic 8C: The Nature of Persuasion

Session 10: Effective Communication Skills (2 hours)

- Handling difficult conversations
- Adapting communication styles
- TED Talk: "Your Body Language Shapes Who You Are" by Amy Cuddy
- Theory: Active Listening techniques
- Concept: Emotional Intelligence

Session 11: Feedback and Continuous Improvement (3 hours)

- Implementing a closed-loop feedback process
- Encouraging frontline employees to share customer insights
- TED Talk: "The Power of Feedback" by Joe Hirsch
- Theory: Kaizen (Continuous Improvement)
- Concept: Voice of the Customer (VoC) programs

Training Methodology:

- Video Analysis
 - Action-Oriented Learning
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