



# SPECTACULAR CUSTOMER SERVICE

Know what your customers **WANT** most  
and what your company does **BEST**.

Focus on where those two **MEET**.

# MODULE

## 01 INTRODUCTION TO CUSTOMER SERVICE

- Who are your customers
- Internal & External Customers
- Understanding Customer Need
- Impact of Spectacular Customer Service

## 02 BRAND ASSASSINS IN CUSTOMER SERVICE

- How do you rate yourself
- How others rate you
- How perceptions are formed
- Impact of great perception to your & organization

## 03 BE SEEN CONFIDENT & TRUSTWORTHY

- Verbal & non-verbal communications
- Power of body language
- Power of positive and appreciating words
- Facial Expressions and Being Emphatic

## 04 FOUR TYPES OF CUSTOMERS

- Cheap customers
- Difficult customers
- Sophisticated customers
- Emotional customers

## 05 MANAGING DISAPPOINTED CUSTOMERS

- Understanding customer MIV
- Avoiding further upsets
- Power of pattern interrupt
- 4 keys of customer happiness

## 06 INFLUENCING & CONVINCING

- Power of influence
- Art of influencing
- 3 steps for convincing anyone
- Sell the problem your solve

## 07 CRITICAL THINKING & PROBLEM SOLVING

- Managing difficult situations
- Impact of your decision to organization
- Thinking without a box
- Decision making skills

## 08 UNDERSTANDING CUSTOMER NEED

- What does a Customer wants
- What do you want to achieve
- What's their missing tiles syndrome
- Asking the right questions

