

Customer Service = The Customer's Experience

Situation:

Customers, like the businesses that serve them, come in all shapes and sizes. But the one trait that they all share is that they are human. Human beings seek positive, enjoyable experiences, especially when their (or their company's) hard-earned money is involved. While this is not exactly earth-shattering news, it is remarkable how many businesses overlook this concept while trying hard to service their customers.

Regardless of whether your business serves individual customers one at a time, or the company that employs you serves big accounts from other large companies, the game of commerce is still based upon relationships. The old adage says that people do business with people they like, and in this seminar, we will discuss ways of creating a likable, enjoyable, and comfortable customer experience.

Learning Objectives/Outcomes:

In this one-day session, participants will explore the following topics:

- We're All Customers – tapping into our own personal service experiences
- Success in the Details – little things you can do that mean a lot
- Generosity Pays – give a little, and get a lot in return
- The Delicate Art of Saying No – the customer is *not* always right
- Service Strategy – coordinating the service you are delivering with the service your customers are seeking
- So, Can I See You Again? – developing repeat business

Testimonials:

"Chuck Dennis of Knowledge Associates is highly knowledgeable when it comes to customer service. He understands the customer psyche and he can pinpoint exactly what needs to be done in order to give fabulous customer service. Providing excellent customer service is crucial to any business. Chuck is the man to help you with this." – Sunny Cervantes, Marketing Strategist

Format:

One full day (w/2 breaks & lunch)

