

Achieving Customer Experience Excellence

Duration: 5 Days

Language: en

Course Code: PM2-104

Objective

Throughout the course, you will discover practical challenges, discussion forums, and video and downloadable content to cover:

- Understand what your customer needs.
- Prioritise your customer service methods to get the best return on investment.
- Develop compelling social media platforms to keep your customers engaged.
- Create a culture that lives and breathes customer service excellence.
- Motivate a team to encourage positivity in the workplace and build a customer-focused

culture.

- Coach and develop your staff to create buy-in for your overall vision.
- Become a leader in customer service excellence in your field.
- Assess your customer performance and make positive changes within your organisation.
- Provide your team with enhanced communication skills and negotiation strategies to give the best service to your customers.
- Develop the key elements of body language, active listening, and questioning skills to understand your customers' needs fully.
- Review your customer journey and pinpoint key areas for improvement.
- Utilise proper service recovery techniques when something goes wrong.
- Understand how professional customer service maintains brand loyalty and customer retention.
- Motivate your team to become passionate about putting the customer first.

Audience

This training course suits all employees of a future-thinking, customer-centric business looking to maintain success. It would benefit:

- Departmental Managers
- Brand Managers
- Senior Managers
- Directors
- Account Managers
- Front Line Customer Service Representatives
- Field Agents
- Entrepreneurs
- Quality Managers
- Customer Analysts
- Social Media Representatives
- Marketing Professionals

Training Methodology

Achieving excellence in customer service requires team collaboration and shared

aspirations. This course uses stimulating practical exercises and challenges, real-life scenarios, and group discussions to motivate your team toward the same goal—making customers happy.
Excellence in customer service is essential to keep your company moving forward. This course has something for everyone, from motivational leaders to frontline service providers, ensuring everyone puts their customers first.

Summary

Your customers' experience with your company is paramount to your success. A happy customer will turn into a returning customer who leaves you great reviews and can convert others to use your service or purchase your products.
For many companies, it's too easy to focus on the company's future and forget about the needs and wants of its most important customers.
This course aims to put you one step ahead of your competitors and win new business by assessing your customer journey, reviewing your customer service offering, motivating your customer-focused team, and removing any pain points that might prevent customer retention.

Course Content & Outline

Section 1: Why is Customer Service Excellent Important?

- Discovering your customer journey and where things can go wrong.
- Taking a look at competitor organisations and making a comparison.
- Understanding customer expectations and how to meet them.
- How to retain customers.
- Getting the most from your customers using customer service techniques.

Section 2: How to Improve Your Customer Service Standards Across Channels

- Using social media campaigns to improve performance. (Incorporating Twitter, LinkedIn, and Facebook).
- Reaching out to the customer first.
- Offering more than your customer expects.
- Exceeding your customers' expectations.
- How to be a role model in your company.
- Omni-channel customer care and its benefits.

Section 3: Complaints Handling: How to Effectively Put Problems Right

- How to effectively put errors right.

- Resolving issues with challenging customers effectively.
- Rapport building skills and their importance.
- Effectively asking for and responding to feedback.
- The power of persuasion using Cialdini’s 6 principles.
- The importance of body language in effective communication.

Section 4: Creating a Customer-Centric Culture

- Understanding areas for improvement.
- Accepting feedback graciously and acting on it.
- Leading by example.
- Creating structured plans for change and gaining employee buy-in.
- Creating a positive working environment and incentivising success.

Section 5: Coaching, Hiring and Motivation the Right People

- Learning what to look for in the right candidate.
- Assessing transferable customer service skills.
- Motivating your team to love your customers.
- Rewarding customer satisfaction generated by employees.
- Employee communication and its benefits.

Section 6: Staying Consistent and Creating Development Opportunities

- Develop consistent training modules to help your employees stay customer-focused.
- Understanding how to address employees with the wrong attitude (from a management and peer perspective).
- Moving forward to create money making opportunities using customer service.
- Discovering opportunities to implement SMART Goals and strategies for continuous improvement.
- Looking at what customers might expect in the future and planning ahead.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Banking and Finance, Customer Service & Public Relations (PR)

Tags

Customer Experience, brand, Customer Service, Customer, Complaints Handling

Related Articles



Navigating Customer Service Challenges with Excellence in 2025

Master customer service excellence: boost satisfaction, handle complaints, and personalize experiences with tech-driven strategies.

YouTube Video

https://www.youtube.com/embed/sOBfP7E2Kfc?si=V7-U6etb-Tc0wWjv