

# Deliver an Exceptional Customer Experience

> Delight your customers



 SALES

WORKSHOP OUTLINE

## OPPORTUNITY

With the whole online world at their fingertips consumers today have more choice and power than ever before.

Today's successful businesses are recognising their only sustainable and unique point of difference is the experience they offer their customers.

Customer relationships both internally and externally are the only thing that cannot be replicated in today's transparent market place.

Thrive in this new environment by embedding the mindset and proven tactics to deliver exceptional customer experience.

**Workshop Duration** > 2 days

## OUTCOMES

At the end of this workshop you should be upskilled to:

### 1. WHY IT REALLY MATTERS

#### WHY CUSTOMER EXPERIENCE MATTERS MORE THAN EVER BEFORE

- > Discuss business and lifestyle trends and their impact on customer service
- > Discuss the speed at which the world and technology are changing in a neutralised marketplace

#### CUSTOMERS IN A MORE POWERFUL POSITION THAN EVER BEFORE

- > Review case studies on the power of today's consumer and how their opinion on the service they receive can affect a business
- > Information-Choice-Power - identify how these three elements have changed the customers' position forever

#### WHAT TODAY'S CONSUMERS WANT FROM THEIR CUSTOMER EXPERIENCE

- > Explore the following consumer trends:
  - > Trust
  - > Simplicity and speed
  - > Communication
  - > A real person
  - > Be relevant to my needs
  - > Don't just see me as a sales opportunity
  - > Be in my world
  - > Respect my loyalty
- > Review case studies of businesses delivering exceptional customer service.



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## **2. ALL ABOUT YOU**

### UNDERSTAND YOURSELF TO POLISH UP

- > Benchmark yourself against best practice behaviours which drive excellent service and identify areas to improve
- > Hello/Goodbye – maximise two crucial moments with a customer
- > Put yourself in the customer's shoes and view the situation from their perspective
- > Emotional Intelligence – manage your energy, emotions and reactions; and work positively with the emotions of others
- > Spotlight the customer and match your products and services to their needs
- > Language engineering – make every word count. Choose language to connect and put the customer at ease
- > Customer service polish 101
  - > Listen UP to maximise every conversation and opportunity
  - > Question UP to diagnose correctly and clarify
  - > Understand the power your voice has when communicating
  - > Be aware of your body language, personal space, personal hygiene
  - > Sum up and take action – delight your customer

## **3. THE CUSTOMER EXPERIENCE IN YOUR ENVIRONMENT**

### MASTER WHAT SERVICE REALLY MEANS IN YOUR ENVIRONMENT

- > Explore your values and how they relate to delivering the ultimate customer experience
- > Define expectations and accountability for customer service within your environment
- > Think Global-Act Local : be an active part of the community 'a place where everyone knows your name'

## **4. LIVING AND BREATHING AN EXCEPTIONAL CUSTOMER EXPERIENCE**

### CREATING A SUSTAINABLE OPPORTUNITY AND SOLUTION CULTURE

- > Understand the expectation gap
- > Acknowledge that solving a problem is where the opportunity lies
- > Apply tactics to own exceptional customer experiences
- > Create a culture that holds everyone accountable for service performance
- > Develop initiatives to create an environment of positive corporate story telling that allows for people to see how they can easily deliver exceptional customer service
- > Create an agreement on how as a team we will recognise and reward exceptional customer service

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**Training Techniques** > This workshop is highly interactive involving uplifting individual, paired and group exercises. Discussions, case studies and brainstorming sessions ensure a practical edge and put theory into practice.

**Recordings** > *Infinitus*<sup>®</sup> recommends recording and analysing role-plays. This option is not included in the standard workshop investment.



**Pre-work** > For the best traction and engagement participants complete a pre-work assignment. This analysis of workplace situations is intended to be thought provoking and a great foundation for the training. Pre-work allows us to hit the ground running at the workshop with real-life information.



**Follow Up** > Each participant will create an action plan to ensure continued self-development in the workplace and the greatest gains for the organisation.

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## PARTICIPANT FEEDBACK

What has this workshop given you?

- > "A new understanding and different point of view about customer service."
- > "The knowledge in knowing how important the customer is to the organisation."
- > "Ideas on how to make our team work more efficiently and how to be more customer focused."
- > "A better understanding of how we can give an exceptional experience and the tools to get there."
- > "Great suggestions to implement instore, practical and really relevant in today's world."

What part of the workshop did you find most beneficial?

- > "The expectation gap – what might influence it and how to manage it."
- > "The presentation on why customer experience matters more than ever before."
- > "Team and individual tactics."
- > "Learning about my trigger points and energy levels."
- > "All the topics discussed were very relevant and it was easy to take learnings from the course that we can use straight away."

Other comments

- > "Good presentation and fantastic programme."
- > "Brilliant workbook. Lots of tips and great material in it."
- > "I thoroughly enjoyed the workshop. I felt actively focused the whole time."
- > "Excellent course, great facilitator and really good environment for coming up with ideas."

