

# THE IN-HOUSE TRAINING COMPANY

## Brilliant **internal** customer service!

### Overview

This practical one-day course has a simple objective: to raise customer service and support standards by instructing, equipping and inspiring participants to delight customers at every opportunity.

Participants will acquire essential tools, skills and methods; discuss specific organisational issues; and identify areas for improvement.

### Training objectives

By the end of this workshop, participants will be able to:

- Establish the standards and systems that can make every internal customer feel special – face to face, by email or on the telephone – and why internal customers are really the same as external customers
- Use a range of professional telephone techniques, tools and skills to use to make customers feel valued and to deliver above expectations – building on the skills you already have
- Make a composed and confident impression on each and every contact, so internal customers feel welcomed and well cared for, particularly when they have a problem
- Use personal skills for listening effectively and to enhance an understanding of what customers really want and expect
- Apply best practice in following up with internal customers by email
- Identify different internal customer needs and situations and change your approach accordingly
- Deal with complex or multi-stage technical problems more effectively
- Understand internal customer expectations and deliver more than you promise – go for the ‘wow!’
- Maintain a positive attitude throughout the day, and make every call sound like your most important
- Satisfy complainers, calm upset customers and regain confidence and goodwill
- Turn problems into opportunities for greater customer satisfaction

A unique feature of the course is that it addresses both the standards and the skills people use over and above their technical knowledge. The course features the SPECIAL model:

**S**peed and Time

**P**ersonal and personalised

**E**xpectations – manage and exceed

**C**ompetence and courtesy

**I**nformation

**A**ttitude

**L**ong-term relationship and follow-through

Each of these points is related explicitly to the jobs the course participants do and their interaction with internal customers face-to-face, on the telephone or by email.

Another key feature of the programme is the supply chain exercise, which examines the importance of brilliant customer service within and between departments, eg:

- Marketing

- Sales
- Order processing
- Fulfilment
- After-sales support
- Finance
- HR

Special attention is also given to improved interpersonal skills – particularly on the telephone and by email. Participants are encouraged to take part in practical sessions and to develop best practice ‘telephone prompt sheets’.

### **Audience**

All technical, support and customer service staff, managers and team leaders who support or work with internal customers. This includes all those involved in dealing with other departments in the supply chain, eg:

- Marketing
- Sales
- Order processing
- Fulfilment
- After-sales support
- Finance
- HR

The course is suitable for all sectors – large and small organisations, private and public sector, not for profit, UK and international.

### **Format**

The training is very practical and objective. Very clear and specific skills, models and techniques are covered. The focus is on improving things that are already working, not going over old ground. Participants will discuss and plan new approaches to real-life examples taken from their own situations.

Each element of the course includes:

- High-quality training presentation
- Group exercises and team activities
- High degree of participation and interaction

The course includes regular discussion, planning and other practical exercises to develop and practise the skills and methods presented. Presentation and exercises can be tailored to specific situations from participants’ work. The style is up-beat and motivational.

### **Special features**

The course can be tailored to include any specialist topics such as advanced telephone skills, dealing with complaints, internal planning, etc, according to organisational need or the skill level of the participants.

### **Price**

In the UK, the price is £995 per day’s training (or £895 for public and voluntary sectors). Internationally, the price varies, depending on the country: please call us for details. Whether in the UK or internationally, you get:

- A day’s training for a maximum group size of 12 (8 to 10 recommended)

- A tried-and-tested course (tailored, if necessary, to your specific needs)
- Your choice of expert trainer – pick a local trainer to minimise expenses or look through the list and choose someone with relevant sector experience
- A printed workbook for each course participant, including invaluable reference materials for use after the course
- A personal action plan for each participant, to help them raise their level of customer service
- Ten follow-up coaching newsletters emailed to each participant over the following three months, to help them implement their action plans
- A certificate of attendance for each course participant
- A comprehensive report giving you the participants' feedback from the day's training
- A follow-up call three months later to help assess the extent of the improvements achieved as a result of the training

Any hidden costs? The only additional costs are the trainer's travel and incidental costs, and (if really unavoidable) accommodation costs – and we'll give you an estimate of these costs before you commit. VAT is applicable.

## Course outline

### 1 Introduction

- Course objectives
  - To raise customer service and support standards
  - To instruct, equip and inspire participants to delight customers at every contact they have
- Personal objectives – and introducing the 'Learning Diary'
- Practical exercises

### 2 What is brilliant customer service?

- Who's doing it and how?
- Customer service role models
- Who is your customer?
- The customer experience
- What makes customers happy?
- The two things every customer wants
- Personal examples
- Practical exercises

### 3 Making every customer feel SPECIAL

- The SPECIAL model
  - **S**peed and time
  - **P**ersonal / personalise
  - **E**xpectations – manage and exceed
  - **C**ompetence / courtesy
  - **I**nformation
  - **A**ttitude
  - **L**ong-term relationship and follow-through
- Applying the SPECIAL qualities to your job
- Qualities of customer service and support 'superstars'
- Practical exercises

### 4 Communication skills for brilliant *internal* customer service

- Different styles of organisation

- Why do customers leave?
- Customer retention
- What is your purpose?
- Service standards
- The service journey
- The supply chain – understanding the importance of brilliant customer service within and between departments, eg:
  - Marketing
  - Sales
  - Order processing
  - Fulfilment
  - After-sales support
  - Finance
  - HR
- Continuous service improvement
- Phrases to avoid
- Practical exercises

## **5 Pulling it all together**

- Qualities of the customer service superstars
- Summary of key learning points
- Action plans
- Learning Diary

© The In-House Training Company / the trainers

**THE IN-HOUSE TRAINING COMPANY**