



SUPER STAR[®] - CUSTOMER SERVICE

AMAZING PEOPLE



Course overview

SUPER STAR[®] CUSTOMER SERVICE is based on the premise that Customer Service is not just a marketing gimmick or a nice to have “one liner” in a corporate mission statement. In fact, the pursuit of excellence in customer service is a key, differentiating factor in today’s highly competitive marketplace.

Course overview

- SUPER STAR[®] CUSTOMER SERVICE is designed to cover the 5 key principles for developing and improving the organisations effectiveness with its customers.
- Excellence in customer service cannot be achieved by a formula, nor by a smiling employee who does not have the ability or desire to satisfy the customer. This course covers the “how to” achieve and maintain excellence in customer service using practical and proven models.

Key benefits

- Develop an Excellence in customer service culture that translates into day-to-day operational reality.
- Facilitates and deepens senior managements understanding of what it means to be a customer-focused organisation.
- Assess how customer-focused your organisation is currently and discover key strategies they can implement to become more customer-focused.
- The experience of many companies that have embarked upon a service excellence program illustrates the point that quality service is not simply a matter of training the front-line staff. Rather it is a total re-evaluation - and often redesign - of the organisation in the key areas of: Top-down commitment; Feedback and measurement, Implementation and management of Service Standards, Customer compatibility systems, Communication and training, Rewards and recognition.
- Managing the distinct phases a company will go through to become more responsive to its customers and employees.
- Increased customer loyalty, retention and relationships that lead to increased market share, and reputation for consistent service excellence.



Who should attend?

Management and frontline team-members.

Level of experience

Applicable for sales people and managers who have had 2+years in sales

Learning outcomes

- Understanding Service Excellence as a competitive edge - Appreciating how customer service efforts impact company profits.
- Understand that internal customer service is just as critical as external customer service.
- Pinpoint the critical details that can make or break the customer's experience.
- Develop a core understanding of the 5 principals behind SUPER STAR[®] CUSTOMER SERVICE and apply models to existing company or branch structure.
- Develop a Customer Recovery Strategy - maintaining professionalism and composure turning irate customers into happy repeat customers.
- Translating listening into customer service improvement projects.
- Making "Service Excellence" every employees business.
- Re-define the playing field and establishing "Service Excellence" standards and rewards.

Course content

- Getting committed to the journey.
- Explore ways to differentiate the organisation from the competition.
- The 5 principles of SUPER STAR[®] CUSTOMER SERVICE.
- Customer Recovery.
- The power of perception.
- Service is a management issue .
- Setting a "Service Excellence" framework .
- Empowerment of the team.
- "Service Excellence" - what gets measured gets done.
- Responsibility and accountability for driving the change.
- Celebration, recognition and reward.
- Sustaining the "Service Excellence" culture.

Pre-course work

- Completely customised and tailored to ensure information, questions, current challenges, cases studies and success stories have relevance, validating the knowledge of the participants accelerating learning and increasing retention.
- Pre workshop "Service Excellence" assessments.

Duration and estimated workload

1 X 1/2 day face-to-face training.

1 X 2 day face-to-face training.

Pre workshop diagnostic and development work.

Post workshop application project.