



# Brilliant

## Customer Service

A one-day interactive training course that covers all aspects of customer service skills. It is ideal for all types and sizes of business, plus internal customer service and support desk staff. The course has a simple objective:

**“...to raise customer service and support standards by instructing, equipping and inspiring participants to delight all customers at every opportunity.”**

Key learning points include:

1. Establish the standards, systems and skills that can make every customer feel valued – face to face, on-line, by email or on the telephone.
2. Use a range of best-practice customer service techniques, tools and skills to differentiate your service and delight every customer first time, every time.
3. How best to change and vary your service approach based on customer need, type and personality.
4. Identify different customer needs and situations quickly and effectively; fixing the customer and problem equally.
5. Understand how to manage customer expectations and deliver more than you promise, consistently and deliberately.
6. Maintain a positive attitude throughout the day and develop your service skills to a new level of professionalism.
7. Satisfy complainers, calm upset customers and regain goodwill.
8. Be able to define and measure customer service using benchmarking, net promoter scores, KPI's and customer feedback.

Plus any specific objectives you might have.



### Who should attend?

All customer service, technical and support staff, plus managers and team leaders who support or work with either internal or external customers. The course is suitable for all sectors, both large and small organisations; private and public sector.



### Business benefits

Satisfied customers are more loyal, spend more money and more likely to recommend you. Internal customers are easier and more rewarding to work with. Delivering brilliant customer service is also more efficient and can save time, money and energy. Other benefits include improved staff morale and improved customer retention and goodwill.

### Benefits for attendees

More confidence in dealing with all types of customer situation, plus new skills and techniques to help achieve greater success and positive customer experiences. A unique feature of the course is that it addresses both the service standards and skills people need in addition to their technical knowledge or ability.

### A SPECIAL course

The course features many unique concepts, ideas and approaches, including the SPECIAL model - the key to a positive customer experience...

**Speed and Time**

**Personal and personalised**

**Expectations – manage and exceed**

**Competence and courtesy**

**Information**

**Attitude**

**Long-term relationship and follow-through**

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

## Course outline

Six brilliant course main modules.

1. Rock and role models
2. The SPECIAL approach
3. Applying the Special model
4. Calmer chameleon
5. Best practice communications
6. Problems into opportunities



### Rock and Role-Models

- ★ Personal objectives and introduction
- ★ Real-life good and bad service examples
- ★ Benefits of Brilliant Customer Service

### The SPECIAL approach

- ★ Customer service psychology and how to make every customer feel SPECIAL
- ★ Qualities of customer service 'superstars'
- ★ SPECIAL skills assessment model
- ★ Building a customer-focused culture

### Applying the SPECIAL model

- ★ Examples of applying exceptional customer service face-to-face, on the telephone and by email or on-line using the SPECIAL model.
- ★ Dealing with difficult situations and customer dissatisfaction, resolving and managing with confidence.
- ★ Brainstorming sessions - ideas for improving and delivering brilliant customer experiences
- ★ How to generate more customer feedback.

### Calmer Chameleon

- ★ How to best to vary your approach to different types of customers
- ★ Why some customers are more important and 'difficult' than others
- ★ Developing a Brilliant Customer Service 'personality'

## Best practice communications

The ten most important do's and don'ts when communicating with customers:

- ★ Using the telephone effectively to delight customers
- ★ In writing, email or on-line
- ★ Greeting and communication face to face and with colleagues
- ★ Phrases and techniques; tips and tricks
- ★ Managing expectations and working with your internal 'customers' and colleagues



*"lots of interaction and doing things!"*

### Problems into opportunities

- ★ How to use preparation and previous experience to anticipate, avoid and resolve service problems
- ★ Using the GREAT FUN model to fix recurring problems and dissatisfaction
- ★ Real-life examples of how best to react, resolve and regain trust when problems occur

### Pulling it all together

- ★ Action plan and learning Diary Customer service key performance indicators with worked examples.
  - ★ Defining your added value through service brilliance and the 'ultimate question'
- Plus all these no-cost options are included**
- ★ Pre course questionnaire for personalisation of learning content and course examples
  - ★ Action plan for better follow-up

*"It just opens your mind in a very short period of time to things that I certainly did not see before the course. Excellent."*

*"Very interesting course which was explained fully with some fun and banter."*

*"This day really made us see that training is the way forward for our company."*

*"Encouraging training session that boosted my enthusiasm to achieve praise for my customer care."*

## Our complete range of courses

'Brilliant customer service!' is much more than just a very practical one-day course, it is a complete set of attitude and skills development courses, coaching and consulting services.

All the Brilliant Customer Service training programmes are equally applicable to the public, private and voluntary sectors. They can be adapted to your specific needs and the examples used can be very specific to your organisation.

The programmes can be delivered in a number of versions to suit different audiences and situations, as you may need.

Whichever version you choose, all course participants leave the day with a personal action plan for raising their level of customer service.

We help them further by emailing them follow-up coaching newsletters over the following three months. They will also have access to an on-line library of videos. This is one customer service training course they are not going to forget!



## Pricing and format

Each training course is typically for around 12 people and is priced at a competitive daily rate for the trainer, not per delegate. The only extra is VAT and travel. Discounts are available for volume and bespoke training is also an option.

Most of our courses are one-day courses and offered on an in-house basis. You provide the room, we do everything else.

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Tel: 03301 595 093 / 07515 851691



## Current training programmes include:

**Brilliant Customer Service - main course**

**Brilliant Customer Service with a Sale**

**Brilliant Customer Kaizen Workshop**

**Brilliant Customer Email and On-line Skills**

**Brilliant Customer Advanced Telephone Skills**

**Brilliant Customer Face to Face Skills**

**Brilliant Customer Complaint Handling Skills**

**Brilliant Customer Technical Support skills**

**Brilliant Customer Service Premium  
Hospitality and Luxury Retail**

**Brilliant Customer - at the desk coaching**

All courses are available in different versions and can be tailored to suit your service requirements and approach. For example, internal customers security, home installers and engineers, internal staff, education, medical, housing, finance, IT support, public sector and so on.

## Please get in touch

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[www.brilliantcustomerservice.co.uk](http://www.brilliantcustomerservice.co.uk)

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