

## Customer Service Skill for Service Personnel

### Objectives

This course is to help Service Personnel “Exceeding customer’s expectation” is always the golden rule for the service personnel. However, the golden rule is the unachievable moving target. Because, the customers’ expectation is not a SMART goal, it is always changing. However, the satisfied customer is not necessary to be a loyalty customer, which means what we are chasing is not the ticket for the making money. Hence, we need a new goal to pursue, and a new way to do our jobs.

There is always request will be emerged. Therefore, SOP is a method to ensure the request will be fulfilled, but sometimes are not. SOP is a good way to do thing in stable environment, not in a modern VUCA (Volatility, Uncertainty, Complexity and Ambiguity) world

### Outlines

#### Module 1: The challenge of the customer service

The traditional paradigm of the customer service ●

The challenges of the traditional paradigm ●

New paradigm and opportunity ●

Four principles of effortless ●

Activity: What is the top 10 issues ●

#### Module 2: Minimize the channel shift

Types of service channel ●

Impact of the channel switching ●

How to analyze the favorable service channel ●

Activity: Analyse current channel ●

#### Module 3: To solve from the root

Challenges of the customer service ●

Customer’s request and unspoken request ●

How to analyze the unspoken request ●

Activity: how to avoid the unsolved solved issues ●

#### Module 4: How to lift customer’s experience

Opportunity and payback of the experience ●

”Avoid to say “No ●

To make customer aware our passion ●

To treat customer based on their social styles ●

Activity: analyze self social styles and role play ●

#### Module 5: The True Moment

What is the true moment ●

The 3 different responses ●

The reasons for the responses ●

How to face the true moment ●

#### Module 6: Communication with customers

How to apologize ●

Handle unreasonable request ●

Handle unhappy customer ●

Handle unfair criticism ●

Deliver bad news ●

Communication under the crisis ●

Period: 2 days