

Online 'Beyond Customer Service' Course

delivering an excellent customer experience every time

Course Overview

Many organisations have realised that customer service is simply a commodity these days. To make your business stand out from the crowd, you need to deliver an excellent customer *experience*, getting things right for the customer first time, responding to and anticipating their spoken and unspoken needs. Sounds like a tall order in a world of increasing budget pressures and new, highly automated competitors? Perhaps it is, but with the right tools and techniques you can begin to build a genuinely customer-centred culture in your organisation that will have your customers stay loyal to you and act as enthusiastic advocates for you to their friends and family.

In this unique online course, you will learn what it takes to build a customer-centric organisation by adopting practical principles and straightforward tools that you can immediately apply. The structure of the course allows you to get feedback on progress and support from a group of like-minded peers.

Session Recording

This online course allows you to participate without the need for travel. It uses the latest online technology. Full instructions will be given to facilitate easy access. You will receive PowerPoint slides and a recording of each session. Each session is available to download for one month after the original session. Once downloaded, however, you can keep and review the content, at your leisure, as often as you like.

Who Should Attend?

This course is tailor made to meet the demands of D-and C-level executives responsible for strategy execution or executives responsible for managing a company or different business units or consultants or anyone involved in organisational change. Previous exposure to developing and implementing corporate or business unit strategies is useful.

Course Objectives

- Explain why a great customer experience is so important
- Understand the relationship between customer service and customer experience
- Describe the practices of a world-class customer service provider and model their own performance on those practices
- Identify customers' real needs and tailor the experience to meet them
- Implement a simple framework to develop interpersonal skills to a higher level
- Explain how to turn complaints into opportunities
- Deal more effectively with difficult customers
- Move towards a clearer way of measuring customer service and how to implement it in a way that drives customer value

Your Facilitator

This course is led by Nick Bush, a highly experienced professional skills trainer, well versed in the ways of on-line group work. See www.linkedin.com/in/nickbush

The Training Approach

- Weekly 1.5 hour online interactive (including role play) sessions over 5 weeks
- Participate without the need to travel
- Full instructions will be given to facilitate easy access using the latest online technology
- PowerPoint slides and a recording of each session that you can review as often as you like
- Access to a private LinkedIn group to share content, ask questions and support each other
- Post course personal coaching (on request)

Course Content

Session 1: Building the Customer-Centred Organisation

- Introduction to customer experience
- The relationship between customer experience and customer service
- How the “customer journey” drives customer experience
- Creating a customer-centric culture
- Homework: what are the “leverage points” for change in my organisation

Session 2: Making it Personal – Improving Customer Interactions

- The “I-WALK” framework for excellent customer experience
- The role of leaders: modelling great customer behaviour
- Customer interactions and technology
- Homework: create a plan for implementing I-WALK in your organisation

Session 3: Exploiting the Complaints “Goldmine”

- Why customer complaints are an overlooked source of value
- The customer hierarchy of needs
- How to build processes and journeys around the hierarchy of needs
- Strategies for dealing with “difficult” customers
- Homework: create a plan for improving complaint handling in your organisation

Session 4: Measuring Customer Experience

- How measurement drives behaviour
- Listening to the “voice of the customer”
- Net Promoter Score, Customer Satisfaction and other measures – which should you choose?
- Successful measurement frameworks: how to define and implement
- Homework: putting the components together

Session 5: Putting it All Together

- Implementing a customer experience improvement plan
- Fostering improvements “one day at a time”
- Making the business case for customer experience
- Making changes stick
- Next steps: how the cohort will support you going forward

The course fee is £1,200 (£1000 plus VAT)