

Achieving Service Excellence

Keys to Understanding Customers & Serve Them with Passion & Heart

EXECUTIVE SUMMARY

Customer service has evolved! Gone were days when customer purchase products or engage services and are easily satisfied with the base level of service. As the psychological needs of society evolved, so does their level of expectations from service providers. *The question is – are you using yesterday's tools and mindset, to serve your customers of today?*

In **Achieving Service Excellence**, a highly engaging and interactive two day workshop, participants will discover the evolution of human needs, and how it has impacted the perception of service excellence. They will also learn how to make the necessary mindset changes to embrace this new level of expectation, understand the psychology of customers to serve their needs better, and also to be able to think on their feet.

Participants are encouraged to take ownership of the processing and passing of information, and to work like a team. As the course progresses, they will also be exposed to proven techniques to better handle conflicts and complaints, turning it around into a compliment. Lastly, celebrity trainer **Richard La Faber**, who is a strong advocate to Igniting Passion @ Work will share with participants how they can achieve balance in life – to excel at work, to be respected among peers, to be trusted by customers and clients, and at the same time, maintain a healthy connection with their family and community.

That final touch wraps up **Achieving Service Excellence** on a high. After all, what is the use of understanding the psyche and needs of customers, when we cannot meet ours?

WHO SHOULD ATTEND THIS TRAINING?

- Lower level to junior executive staffs
- Customer Service & Front Liners
- Phone support
- Sales
- Marketing, PR & Communications
- HODs & Leaders
- *Anyone who desires to embrace the spirit of serving with Passion & Heart!*

OBJECTIVES & OUTCOMES

- **Discover** the evolution of human's psychological needs, and how to appeal to them
- **Effectively** manage customer information and leverage on team
- **Maximize** participants' resourcefulness and be able to think on their feet to provide solutions
- **Enhance** customer interaction by building rapport quickly and with ease
- **Fortify** the mindset in the face of change and complaints
- **Acquire** balance in all areas of life to increase overall effectiveness
- **Rediscover** your passion to serve with HEART

SPECIALIST TRAINER

Richard La Faber, Professional Trainer/Speaker, NLP Practitioner, Hypnotherapist, Life Coach and developer of this program

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TRAINING METHODOLOGY

This highly interactive two-day workshop is delivered with a combination of training techniques to ensure that the participants are always engaged and challenged to stimulate results. Participants can expect:

- Dynamic presentations
- Video reviews
- Group brainstorming
- Small group breakout practices
- Well-form Feedbacks
- Trainer and peer review
- Activities to foster better understanding
- Inspirational messages that moves and motivates

COURSE MATERIALS

Participants will walk away with these resource:

- Participant Guide to use as workbook and reference
- Sampler MindMovie for Confidence
- Subliminal Audio for Confidence Enhancement

OPTIONAL VALUE-ADDED

- Optional ½ to 1 day follow-up training for Q&A, 3-8 weeks after the training

** Course contents and flow are just for planning purposes only. The trainer(s) may reallocate the contents to enhance dynamism of the training, NLP interventions and on-the-spot coaching.*

COURSE CONTENTS

WORKSHOP INTRODUCTION & EXPECTATION SETTINGS

THE EVOLUTION OF CUSTOMER SERVICE

- Evolution of our psychological needs
- Mindset for embracing change
- Boosting self-confidence & esteem
- Eliminating self-sabotage
- Optional Coaching – Developing Personal USP

EFFECTIVE CUSTOMER INTERACTION & SERVICING

- The key rules of service excellence
- Customer promise and focus
- Service style
- NLP Rapport Strategies
- Resourcefulness & Spontaneity – Thinking on your feet
- Active & Emphatic Listening

WHAT THE CUSTOMERS' DON'T SEE – BACKEND SUPPORT

- Understanding & Utilizing the Closed Loop
- The 7 Step Process
- The Matrix
- Managing complaints & feedback

KEYS TO BETTER CONFLICT MANAGEMENT

- The interest based relational approach
- Transactional analysis
- Perceptual position
- Framing & reframing
- Turning challenge into asset

BONUS SECTION – REACHING FOR THE STARS @ WORK

- Achieving life balance
- The PERMA model
- The Happiness model
- DIY Job Enhancement
- Parenthood & Work
- Thought Awareness & Modified Thinking
- Relaxation

Q & A AND CONCLUDING SUMMARY