



A LA CARTE TRAINING LIST OF POSSIBLE LEARNING OBJECTIVES

Attitude

- Define and recognize the importance and impact of our attitude, values and motives on the overall customer experience.
- Understand what impacts our attitudes, common deadly service attitudes with strategies to eliminate.
- Reflect on our personal attitude brought to work, the work team and to customers.
- Identify ways we can discount customers through our attitude and actions.

Communication

- Understand and apply three aspects of communication and the impact words, tone and body language has on customers.
- Understand and apply questioning techniques.
- Gain strategies in effective communication over the phone.
- Gain strategies in effective communication face to face.
- Understand the impact of communication (what we say) on the image of the organization.
- Analyze components of verbal communication (i.e., jargon, trigger words, etc).
- Recognize communication styles of customers are key to how we communicate.
- Apply assertive-responsive communication techniques to real situations.

Listening

- Understand the difference between listening and active listening.
- Recognize active listening as a method to understand customer needs.
- Identify barriers to active listening with strategies to improve.
- Gain strategies to enhance active listening skills.

Customer Service

- Identify current personal and/or structural problems that create barriers to providing excellent customer service.
- Understand and define “excellent customer service”.
- Understand the difference between core and quality service.
- Apply service principles to internal customers.
- Understand the “Customer Report Card” concept (perception is reality, how customers rate us).
- Understand the importance of every job function to the organization’s ability to provide excellent customer service.
- Recognize the impact of first impressions on a customer’s experience.
- Learn effective techniques to place a caller on hold or to transfer.
- Recognize the components that make for excellent customer service over the phone.
- Create strategies for anticipating needs and building rapport.
- Understand and apply recovery and restitution concepts.



- Use a tool to problem solve.
- Gain strategies to meet and exceed needs related to problems.
- Provide a tool for service representatives to use when they have to turn down a customer's request.
- Understand customer touch points and the importance of creating value.
- Understand customer needs.
- Define the ideal customer experience from the perspective of the business and the people.
- Create memorable customer service behaviours.
- Analyze and develop strategies to differentiate service from your competitors.

Customer Satisfaction/Loyalty

- Understand the difference between satisfaction and loyalty.
- Understand the concept of tangible and intangible loss.
- Understand customers are a rich source of information and the importance of an outside perspective.
- Understand the relationship between employee loyalty and customer loyalty.
- Understand the importance of customer loyalty/retention strategies to the overall organization's loyalty commitment.
- Identify objectives of a loyalty program/strategy.
- Understand types of programs/strategies.
- Generate program/strategy ideas.

Business Systems & Service

- Understand two types of organizational cultures.
- Recognize the organizational impact of NOT providing excellent customer service.
- Identify gaps or barriers to effectiveness in current systems/processes.
- Share and apply strategies to increase effectiveness.

Time Management

- Recognize the difference between working hard and working smart (efficiency vs. effectiveness).
- Identify common time wasters and those most personally relevant.
- Analyze current time management effectiveness.
- Identify areas where more effective organization of time can lead to increased available time.
- Identify costs associated with ineffective organization of time.
- Provide tools and strategies for planning and prioritization.
- Create an understanding of the big picture to ensure alignment.
- Review and reflect on the organization's mission statement.
- Understand what a mission statement is.
- Brainstorm and reflect on key components, create a mission statement that reflects the key components.
- Develop a list of customer behaviours the organization values, which they want to recognize. Prioritize based on impact.
- Understand vision and develop a vision statement.
- Identify strategies to regain control over organization.
- Increase time effectiveness through: organization of information and workspace, planning and prioritizing, delegation.



Teamwork

- Identify present cultural state of team or work group with strategies to implement a value-based culture.
- Define team and understand benefits, qualities and characteristics of effective teams.
- Understand and develop skills in trust and openness to achieve a positive environment where ideas are communicated, accepted and heard.
- Identify current barriers and individual risks inhibiting a positive, trusting climate.
- Reflect on and rate current team participation.
- Identify the team's purpose.
- Understand three components to cohesiveness: body, mind and spirit.
- Create team standards, values and/or norms.
- Identify competencies of an effective team player.
- Recognize the benefits of sharing leadership on a team.
- Understand conflict can be experienced because of perceptions and/or differences in behavioural preferences.
- Identify how to work effectively with other preferences/tendencies.
- Identify negative behaviours and develop strategies to turn these into group building behaviours.
- Develop and apply strategies related to effective team performance.

Sales/Adding Value

- Define sales.
- Understand styles and how to demonstrate value through adapting style preferences.
- Recognize personal strengths and how to use these to add value to the experience.
- Understand and apply a five-step process *(sell and communicate value versus pushing products).
- Understand touch points.

Customer Complaints

- Understand the concepts of what a complaint is and the value of complaints.
- Recognize types of complaining customers and begin to develop strategies to avoid taking it personally.
- Understand reasons customers do and don't complain.
- Understand the importance of complaints to loyalty.
- Personal and organizational benefits of dealing effectively with complaints.
- 7 common employee attitudes and behaviours in avoiding complaints as well as implications and strategies.
- The importance of complaint measurement to organizational change.

Difficult Customers

- Develop strategies to deal with difficult customers.
- Recognize when to apologize vs. acknowledge. Practice phrasing to deal effectively with an upset customer.



Change Management

- Define natural styles when dealing with change.
- Further develop skills in adapting quickly and responding effectively and comfortably to new information/change.
- Develop a change process.

Leadership

- Identify leadership qualities.
- Explore four components to shared leadership on a work team.
- Understand leadership styles and identify personal style(s).
- Increase understanding of self-leadership and leadership styles.

Coaching

- Understand characteristics of an effective coach.
- Understand personal areas of strength and challenge related to coaching.
- Understand and apply four performance factors and analysis matrix to employee performance.
- Understand reasons, roles and requirements when performance is lacking.
- Understand and apply the coaching processes.
- Improve coaching skills (i.e., bringing out the best in others, recognizing contributions, strengthening relationship and dealing effectively with difficult situations).

Motivation/Recognizing Employees

- Understand types of motivation.
- Reflect on personal recognition habits.
- Develop recognition ideas.
- Apply motivation and recognition information through an action plan.
- Motivate through recognition.
- Define foundational elements for motivation: significance, empowerment and challenge.
- Define individual and team motivators.

Creative/Innovative Thinking Techniques

- Identify barriers, which inhibit creative thinking (personally and professionally).
- Divergent and convergent thinking (principles).
- Gain innovative divergent and convergent thinking techniques.
- Identify new strategies/solutions to action/create new solutions to common problems.
- Gain innovative brainstorming techniques used to generate new ideas.



Personal Development

- Understand passion.
- Identify personal fears and potential gains related to taking risks.
- Define personal success.
- Reflect on personal values.
- Understand personal bad habits that hold us back.
- Understand the relationship between events, belief situations and perceptions.
- Reflect on personal effectiveness and purpose.
- Focus on living a balanced lifestyle.

Stress Management

- Develop skills and strategies related to the reduction/elimination of stress, recovery when experiencing stress and proactive methods of stress management.
- Define stress and stressors and understand the relationship between the two.
- Identify personal stressors and stress.
- Recognize the influence of perceptions on events and whether or not they produce stress/stressors.
- Define recovery/understand and be able to apply recovery strategies.
- Define when recovery strategies are required.
- Increase capacity to perform under pressure without compromising health or happiness.

Wellness

- Employ sustainable healthy habits.

Customer Management

- Brainstorm types of customers/profiles.
- Identify ways information on customers is currently collected.
- Identify what customers need from the organization and what the organization values from its' customers.
- Identify what type of recognition would motivate customers/how behaviours are going to be recognized.
- Develop a customer recognition program.

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