



Training Workshops

Customer Service Works

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TRAINING MODULE SUMMARIES

The following is a list of all training modules offered through Customer Service Works.

People Development

I Can Think Outside of the Box
I Can Maximize My Time
I Can Thrive
I Can Coach and Lead

Customer Service – Becoming a Customer Service Ambassador

All About Customer Service
3 Keys to Unlock a Positive Customer Experience
The Customer Service Game
Making it Personal
Celebrating Customer Complaints
Dealing with the Dilemma of Difficult Customers
“Satisfied Customers are not Loyal Customers” - Building Customer Loyalty

Team Building

Building an Effective Team
“Hey, I Thought I Was a Valuable Member of This Team!” - Dealing with Team Conflict
Survivor

Stand-Alone Modules

Use on their own or add to a training module:

- Rewards and recognition; building a program
- Developing a customer recognition program
- Creating a service mission and vision statement
- Personal and team goal setting related to customer service
- Customer Service performance measurements

“Personal Empowerment” Game

Great as a training supplement or on its own, this unique game uses situation cards and action steps to develop “soft” skills on a team.

Topics include:

- Becoming a FIT team;
- Stress Management;
- Customer Service;
- Communication and Problem-Solving;
- Leadership; and,
- Conflict Management.

TRAINING MODULE DESCRIPTIONS

I Can Maximize My Time:

Increase your ability to effectively manage time by creating a personal organizational system, leading to:

Increased productivity
Increased balance and wellness
Decreased stress

A practical, hands-on session incorporating reflection, strategies and action plans designed to increase effectiveness in organizing information, workspace and time.

Explore...

- Barriers to effective organization of information and workspace with strategies and action plans to increase effectiveness
- Time wasters
- Planning, prioritization and goal-setting tools
- Delegation
- Strategies to get back on track and work smarter
- Personal effectiveness plans

Time frame: 5.5 hours

I Can Think Outside Of The Box...Creative Thinking

Increase your ability to use creative thinking to solve problems and generate new ideas personally and/or with your work team. Understand barriers to creative thinking, explore divergent and convergent thinking techniques and walk away with new strategies to stimulate out of the box thinking.

Time frame: 4.5 hours

I Can Thrive

Redesign your mindset, reactions and life to manage stress positively and powerfully, creating balance in health and wellness through five key areas of focus:

1. Intellectual
2. Physical (activity and nutrition)
3. Emotional
4. Social
5. Spirit

Come ready to walk away with a better understanding of your personal stress and stressors and a workbook full of strategies. Three principles are explored:

- | | |
|------------------------------------|--|
| <i>Seek Stress...</i> | Understand stress and stressors and recognize we cannot improve our ability to thrive without practice |
| <i>Activate Recovery...</i> | Understand and be able to employ healthy recovery (coping) mechanisms using a F.A.S.T. principle |
| <i>Train to Sustain...</i> | Employ sustainable healthy habits |

A Healthy Habits workbook will be provided to you in addition to a workshop handbook. Dress comfortably as we will be engaging in some physical activity and stretching activities. Each participant will receive a FitterFirst fitball.

Time frame: Ideally facilitated in 2, 4.5-hour sessions

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I Can Coach And Lead

Support skill-building in the areas of coaching and leadership. Be inspired, motivated and re-energized! This interactive workshop focuses on two key topic areas, searching self and leading others. An environment is created where you can:

- Examine six components, which influence your attitude
- Examine your values
- Explore the relationship between your attitudes, values and behaviour and how this affects results
- Increase understanding of self-leadership and leadership styles
- Improve coaching skills (i.e., bringing out the best in others, recognizing contributions, strengthening relationships and dealing effectively with difficult situations)
- Motivate through recognition

This workshop has a pre-assignment consisting of six reflective questions.

Time frame: Two full days, can be offered as separate workshops or combined with scheduling flexibility.
Ideal in a retreat setting.

All About Customer Service is a workshop designed to provide service professionals with attitudes, skills and behaviours to make a great impression!

Topics include:

- Value chain – internal versus external customers
- Core and quality service
- First impressions
- Attitude
- Active listening
- Probing/gestures
- Telephone techniques
- Positive communication
- Ability

Time frame: 4 hours

3 Keys to Unlock a Positive Customer Experience explores three concepts:

- Attitude – attitude, motives and values; deadly service attitudes and attitude impacts
- Actions - explores communication elements (tone, words and body language), active listening skills
- Ability – briefly explores different communication styles, ways we discount customers, personal or organization barriers and organizational culture

Time frame: 4 hours

The Customer Service Game encompasses and expands on learning from All About Customer Service and 3 Keys to Unlock a Positive Customer Experience. If choosing The Customer Service Game, I would not recommend having to invest in these first two modules as well.

Treating customers professionally is like playing a game of baseball: sometimes it is possible to do everything right and still not win! Your *CUSTOMER SERVICE BATTING AVERAGE* increases when all bases are covered the right way. You know you have *SCORED* when customers return because they have been treated well.

Topics include:

- First base...first impressions, attitude, motives, values and communication
- Second base...identify and anticipate customer needs
- Third base...meet and exceed customer needs, plan for the unexpected
- Home plate...leave customers wanting to return, deal with complaints, apologize vs. acknowledge

Take your customer service skills to the next level. Learn how to:

- Recognize the impact of first impressions
- Reflect on your attitudes, motives and values; understand their impact on the experience
- Improve your communication
- Understand types of needs
- Identify active listening barriers
- Probe and question to uncover a customer's true needs
- Understand how to build rapport
- Assess problem-solving attitudes and skills
- Gain Y.E.S. strategies
- Understand and apply recovery and restitution concepts
- Develop a contingency plan
- Understand when to apologize vs. acknowledge
- Identify the benefits from encouraging customer complaints and feedback

Time frame: 10.75 hours of content with scheduling flexibility

Dealing With the Dilemma of Difficult Customers uses a four-step I.D.E.A. process to effectively work with difficult customer interactions. Objectives include:

- Understand and be able to recognize difficult customer behaviours (types).
- Draw a connection between a difficult customer behaviour and need.
- Understand and apply strategies to deal effectively with difficult customers.

Time frame: 4 hours of content

Making It Personal focuses on the concept of value as the foundation for success in customer service, sales and loyalty.

- Understand customer needs
- Use one tool to understand your personal style/preference and apply the tool to customers
- Communicate value
- Understand customer touch points
- Add a personal mark
- Understand and apply a five-step sales process

Time frame: 7.5 hours, effectively schedules in one full day or two half-day sessions

Celebrating Customer Complaints focuses on complaints as opportunities. Learn a five-star approach to solving problems effectively, including personal strategies to proactively gain customer feedback and effectively deal with upsetting customers.

Topics include:

- Defining complaints
- Difficult customers
- Why customers complain (and why they don't)
- Five-star problem solving approach
- Getting there – benefits, roadblocks and the cost when we don't celebrate and effectively recover from complaints

Time frame: One-day workshop content with scheduling flexibility.

“Satisfied Customers Are Not Loyal Customers” Building Customer Loyalty addresses the need for responsibility to create customer loyalty at each level of the organization with a one-to-one customer focus.

Understand:

- The difference between “satisfaction” and “loyalty” with customers;
- Service attributes and key strategies to gain customer loyalty;
- The strategy of Customer Relationship Management; and,
- How to build and apply customer loyalty strategies.

Topics include:

- Importance of building loyalty and the cost when you don't
- The moment of truth
- Core service vs. quality service
- The Customer Report Card – how does your organization grade?
- Tangible and intangible loss
- Loyalty builders – Customer Relationship Management
- Customer retention strategies
- Recognizing how you discount your customer

Time frame: One-day session

Building An Effective Team explores benefits, qualities, characteristics and five key elements for creating high performance teams.

- Shared leadership
- Group work skills
- Positive climate
- Cohesiveness
- Change compatibility

Recognize personal and team areas for improvement and create strategies for growth and development.

Create shared leadership teams with the skills, knowledge and personal initiative to provide excellent, individualized service to each customer (internal and external) every time.

Time frame: Two day workshop – each element is also available as its' own two-hour workshop, or content can be effectively customized for one full day session.

“Hey, I Thought I Was A Valuable Member Of This Team!” Dealing With Team Conflict

Teams are known to progress through four-stages of development: forming, storming, norming and performing. At each stage, individuals may experience differing levels of conflict. The type of response dictates the degree of team success. This training will equip teams with the skills necessary to communicate effectively and deal positively with conflict.

- Understand types of group building and team subverting behaviours and provide skills to use and avoid use of each.
- Understand assertive communication and assess its’ usefulness when dealing with conflict.
- Understand effective communication practices.
- Develop an action plan for assertive-responsiveness.
- Understand characteristics of conflict and strategies to effectively deal with opposition.
- Understand different styles of dealing with disagreement; determine your natural tendency and how to work effectively with other preferences.
- Apply processes/techniques for dealing effectively with conflict.

Time frame: One day (7 hours of content).

Survivor

Create shared leadership teams with the skills, knowledge and personal initiative to provide excellent, individualized service to each customer (internal and external) every time, and enable effective functioning as a team.

Understand, develop and apply learning related to effective team functioning, through an experiential game format:

Communication

Climate (trust)

Cohesiveness (common mandates, goals, methods of operating)

Team stages

Change compatibility

Shared leadership

Positive attitudes

Personality preferences, including team subverting behaviours

Knowledge (of job functions and related to customer service)

Importance of every role to overall team functioning and results

Develop and apply strategies related to effective team performance.

Time frame: 3 hours (minimum)