

SUCCESSFUL CUSTOMER EXCELLENCE

IN-HOUSE TRAINING

WHAT'S INCLUDED

AstroTech Training will provide:

- A detailed manual/workbook and electronic copy of course material
- Professional presentation of the course content, case studies and practical exercises
- One month of free telephonic and e-mail support included
- Certificate of completion
- Delivery of course material *(unless otherwise arranged)*
- Travel and Accommodation for the Facilitator *(if required)*

PLEASE WILL YOU PROVIDE:

- A suitable training venue with data projector
- White Board and/or Flip Chart and markers
- Lunch and refreshments daily

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★ COURSE OVERVIEW

Providing excellent customer service is proving to be the key to business differentiation. Both your internal and external customers are equally important. Every organization needs the competitive advantage of quality service to survive in our tough business environment.

The way you maintain your customers will have a direct impact on the individual's performance, as well as team excellence and the entire company's achievements. To assist organizations in focusing on the value of customer satisfaction in business success, AstroTech offers a training programme called "Successful Customer Excellence".

The course covers the following key topics:

- Identifying causes of service breakdowns
- Differentiate between material and personal service
- Balancing customer perceptions and expectations by applying the five attributes to service excellence
- Focusing on internal and external customers
- Developing and implementing a service strategy
- The importance of setting standards of performance and behaviour in providing consistent service excellence
- Understanding communication barriers
- Differentiate between different communication situations and use the appropriate communication technique accordingly
- Improving service performance on the telephone
- Create and manage positive relationships on the telephone by applying the five dimensions of customer service
- Handling difficult customers effectively
- Managing conflict situations
- Understand the importance of and be able to handle customer complaints by applying the rules to "behaviour breeds behaviour"
- Developing teamwork in the work environment
- The importance of image to overall personal and professional success
- Why developing a professional business image is important for customer excellence
- Identifying obstacles to positive image
- Identifying sources of stress and their impact on customer excellence
- Developing coping techniques
- Understanding the time management matrix and how it can improve customer excellence
- Practical guidelines for maintaining service excellence

...AND MUCH MORE!



COURSE INFORMATION

★ WHO SHOULD ATTEND

- Client relationship managers and account managers
- Sales managers, sales co-ordinators and sales administrators
- Sales representatives, customer care agents and call centre agents
- Anyone in an organisation who deals with internal and external customers
- Anyone involved in the management of clients and customers
- Anyone with an interest in improving customer service

★ TAKE HOME TOOLS

- A detailed manual/workbook and electronic copy of course material
- Notepad & pen
- One month of free telephonic and e-mail support included

★ OUTCOMES

After attending this course attendees should be able to:

- Build & maintain strong customer relationships by understanding & applying the core components involved in delivering service excellence
- Build a spirit of trust and cooperation within the organisation, by understanding the importance of the internal customer in providing service excellence
- Project a positive, professional image by exploring and adapting their self image and self esteem
- Identify and satisfy customer needs by being able to analyse and segment their target markets and products
- Focus on developing customer relationships by understanding the economic difference between customer acquisition and customer retention

★ TERMS & CONDITIONS

- **PAYMENTS:**
Payment terms are **30** (thirty) days from date of course completion. The final invoice will be based on the **confirmed minimum number of delegates** provided as follows:
COURSES INSIDE GAUTENG: At least **SEVEN** working days prior to the course
COURSES OUTSIDE GAUTENG: At least **TEN** working days prior to the course
Absent delegates are charged for.
- **POSTPONEMENTS:**
POSTPONE WITHOUT COSTS: If you advise us **at least TWO** weeks prior to the course
PAY 25% OF THE COURSE FEE: If you advise us **less than TWO** weeks prior to the course
PAY 100% OF THE COURSE FEE: If you advise us **within ONE** week of the scheduled course
Once you have postponed, you **cannot** subsequently **cancel** without being liable for the **FULL** course fee.
A new date convenient to both parties will be agreed upon, however all postponements need to be utilised within **SIX** months of the original scheduled course date.
- **CANCELLATIONS:**
CANCEL WITHOUT COSTS: If you advise us **at least TWO** weeks prior to the course
PAY 50% OF THE COURSE FEE: If you advise us **less than TWO** weeks prior to the course
PAY 100% OF THE COURSE FEE: If you advise us **within ONE** week of the scheduled course
- **PRESENTERS:**
Should it be necessary, AstroTech Training reserves the right to substitute the presenter.
- **VENUE:**
Your course will take place at The Capital Melrose, in the conference centre. Snacks and a buffet lunch in the hotel restaurant is included.
- **COMMUNICATION:**
When a person registers on the Astro Tech website, is registered on an AstroTech course or sends an email to Astro Tech, that person consents to receiving communications electronically or otherwise from AstroTech and/or its business partners.
- **DISCLAIMER:**
AstroTech Training will not be held responsible for any loss, damage or harm, direct, indirect, consequential or otherwise and howsoever arising that may be caused to any person or property during the providing of any services by AstroTech to the client.