

Exceptional Customer Service Workshop

under Customer Service Perspective Series

Just servicing customers is not enough. ESAfrica's *Exceptional Customer Service* workshop gives all participants a powerful new insight into client behavior, effective tools, and easy to learn skills for creating lasting client satisfaction, relationships, and repeat business. This focused, practical seminar is useful for anyone who operates or manages any business or department that deals directly with customers.

To develop, maintain, and expand business, companies must satisfy a complex array of client needs in an environment shaped largely by external forces—competitors seeking a larger piece of the pie, new entrants into the market, product innovations, and increasingly insistent calls for improved quality and reduced prices. These and other factors create heavier demand on customer relations. Successful service is a combination of technical expertise, the ability to manage both information and people, and efficient, productive communication. This workshop teaches attendees how they can make a difference in maintaining and growing their company's customer base.

On-Site Training: can be tailored to the needs of client organization and delivered on-site at time and location of client choice.

Objectives:

Participants will learn to:

- Manage customer complaints more effectively
- Lead a company-wide customer focused strategy
- Gain valuable insights into client concerns
- Handle complaints to create lasting relationships with clients
- Respond appropriately to the emotions of clients and recommend value-building solutions
- View issues from clients' perspectives and gain valuable insight into their concerns with an emphasis on service and quality
- Set high performance standards
- Transform organizational units from groups into teams