



CUSTOMER SERVICE EXCELLENCE

About the Programme

Customer Service is no longer about merely **satisfying customer needs**, but about going the extra mile to create delighted customers, by **exceeding expectations**.

This 2-day interactive and exciting programme, uses unsurpassed training methodology to ensure that delegates understand the importance of **projecting a professional image** to customers and distinguishing their organisation/department from the rest. It focuses on both internal customers and external customers, both in the Public and Private Sectors.

Contextual to our diverse South Africa, it targets cultural differences in a systematic manner, **embracing diversity** and providing delegates with the skills required to address these differences.

If you do build a great experience, customers tell each other about that. Word of mouth is very powerful." Jeff Bezos, Amazon

Attract & Retain
Customers

Improve Morale

Improve
Productivity

Engagement for
Performance

Internal &
External
Customer Focus

Cell: +27 82 5533 012

Email:
info@ngagetraining.co.za

Website:
www.ngagetraining.co.za

Ngage
Training
Enhancing Engagement for Performance

COURSE OUTLINE

Target Audience:

Public and Private Sectors: Frontline Staff, Receptionists, Call Centre Agents, Service Desk Agents/Engineers, Bank Tellers, Supervisors, Administrators and anyone who deals with customers.

DAY ONE

- **Transformational vs Transactional Approach**
 - Your Purpose and the Company Vision
 - The power of a positive attitude
 - Going the extra mile
- **Customer Delight**
 - What is this and how do we achieve it?
 - The Service Cycle and the “Moment of Truth”
 - Building trust and creating a positive impression
- **Projecting a professional image**
 - Building rapport through effective engagement
 - Voice presentation skills
 - Credibility

DAY TWO

- **Understanding your Customer**
 - Communication Barriers – “Getting lost in Translation”
 - Listening Skills
 - Putting your customer at ease
- **Confidently deal with angry Customers**
 - Recovery strategies
 - Turn Complaints into opportunities
 - Manage and embrace diversity
- **Action Plan**
 - Learning in Action
 - Self-Evaluation

Learning Methodology

- ✓ PowerPoint Presentation
- ✓ Facilitator Led-Discussions
- ✓ Group Discussions
- ✓ Individual and Group Activities
- ✓ Videos

Course Outcomes

- ✓ Creating a positive mindset
- ✓ Translate strategy into positive behaviour changes
- ✓ Improve engagement
- ✓ Build customer loyalty
- ✓ Increase productivity



Value Added Optional Services:

- ✓ On-the job assessments to address individual challenges. These can be negotiated to be done through voice recordings or live if necessary
- ✓ Pre- and Post-Assessments

Course Fee: R2600 per delegate



Your business is only as good as the people behind it. That's right, **people - your employees**, drive your business. It therefore goes without saying that the success of your business is highly dependent on employees' understanding and execution of Customer Service Excellence.