



CUSTOMER RELATIONSHIP MANAGEMENT

Nowhere is extraordinary service more critical than at the front line of your organization. Providing your employees with the skills, support, knowledge and behavioral expectations gives them the confidence to deliver outstanding service. This is the first step towards earning customer loyalty.

JeMM Consultants' customer relationship management programs will help your organization to:

- ◆ Discover the key to exceptional customer service
- ◆ Build a strong foundation for customer service
- ◆ Train employees to understand their impact on your customers
- ◆ Uncover barriers to excellence in customer service
- ◆ Differentiate between managing people and managing things
- ◆ Understand how your customers define outstanding service
- ◆ Link systems and business processes to customer service
- ◆ Manage excellent customer service

AT YOUR SERVICE

This three-day introductory workshop gives your employees the skills and strategies for outstanding customer service.

By the end of this workshop, your employees will be able to:

1. Define *Customer, Excellence in Customer Service* and *Service Provider*
2. Explain with clarity, the role of the Customer Service Representative
3. Describe *The Rule of 99* and what it means to the service industry
4. Identify customer expectations
5. List barriers to delivering exceptional customer service
6. Explain the 10 guiding principles of excellence in customer service
7. Identify behaviors and attitudes required to insure success in customer service
8. Follow the 8 steps to achieving outstanding customer service telephone contacts
9. Formulate a personal action plan for improvement

At Your Service is designed for managers, customer service representatives, training personnel and team leaders responsible for servicing both internal and external clients. We strongly encourage participation from human resource managers as our programs will assist them in understanding the skills, knowledge and behaviors required to fulfill the customer service representative positions within the organization.