

The  
  
**Customer Service System**

**It takes a long time to build a good reputation.  
It takes only a few seconds to lose it.  
This system ensures that your Customer Service providers are the BEST  
ambassadors in the world for your organisation.**

The BEST Customer Service System was designed and developed to meet the demands for motivation and service quality through the pressures of a professional service environment. Confident, professional, enthusiastic people create an environment of success which is contagious, creating immediate impact on the wellbeing of every other area of contact.

The BEST Customer Service System embraces all elements of a customer-focussed culture, including high level self-esteem and respect for quality internal service orientation, as well as the best attitudes and actions for external customer service excellence. One particular feature of the System is the concept of ownership and responsibility, which when missing is often a cause of dissatisfaction and de-motivation, both for service staff and customer.

It's easy to learn and remember. It was created from real life experience in this country, so it's culturally comfortable. And of course it's absolutely customer focussed, both in content and in structure and design.

### **PROGRAM CONTENTS**

- ★ The meaning of great service
- ★ Key Success Areas - essential Knowledge, Skills and Attitudes
- ★ Building good relationships
- ★ Dealing with 'different' people
- ★ Establishing customer needs
- ★ Professional questioning strategies
- ★ Six keys to active listening
- ★ Receiving welcoming and resolving complaints
- ★ Going the extra K
- ★ Good service is always good selling
- ★ Dealing with stress
- ★ Leaving a lasting impression
- ★ Empowering yourself to make a difference

## **PROGRAM DESIGN**

To maximise the impact of spaced learning, management involvement and on-the-job coaching, the BEST method of program implementation is an intensive one day workshop, followed by four weekly follow-up sessions of one hour each, which are conducted within your own organisation by Team Leaders or Managers. This ensures understanding, ownership and ongoing coaching by leaders at the operative level, proven by research to create the most effective on-the-job learning environment possible. It also provides valuable 'spaced' learning strategies, ensuring the highest possible retention and relevance. The program ends with a celebration session.

This implementation process works BEST when the Team Leaders are trained in the BEST Leadership Development Program; an additional two day program which covers such areas as

- ◆ Qualities of successful leadership
- ◆ Team generated solutions
- ◆ The task/people balance in leadership
- ◆ Key Success Areas for managing customer service
- ◆ Strategic communication skills
- ◆ Effective conflict resolution
- ◆ Managing different behavioural styles
- ◆ Confidence and competence in facilitating follow-up
- ◆ Successful coaching for skill support and reinforcement

If a strong Leadership Development program is already in place in your organisation an alternative half day facilitation training program can be held for Team Leaders.

If time, location or your shift system prevent this ideal implementation, delivery timing of the BEST Customer Service System for Contact Centres can be altered to meet your needs.

## **TRAINING METHODOLOGY**

Workshops can be conducted for up to 25 participants, who will be divided into clusters of 5 or 6. The minimum effective group size is 8-10, as much learning takes place from participant participation.

Equipment used is kept to a minimum, to allow real-time discussion and involvement; flip charts and workbooks are our preferred media. Additionally, specifically customised 'keeper' items can be developed, such as laminated desk mats or pocket cards, to act as ongoing reminders.

Although intensive and hard-working, the entire program is lively, interactive and enjoyable, providing valuable discovery-learning processes in a friendly environment.