

Outstanding!

customer service



Outstanding Customer Service Foundational Level Workshop Overview

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About This Program Outline

This is an example of the *Outstanding Customer Service* Foundational workshop. If you see things in this outline that don't directly apply to your organization, or if you don't see things you think aren't relevant, don't despair! This is just an example, and your customer service training program will be customized specifically to your team or organization.

Belding Training has designed and delivered tremendously successful programs to organizations in a broad cross-section of industry sectors, including:

- Contact Centre
- Corporate
- Financial
- Fitness
- Government and Public Sector
- Health Services
- Manufacturing
- Oil & Gas
- Professional Services
- Retail
- Telecom & Wireless
- Tourism & Hospitality

Questions?

If you have any questions on how this program can work for your organization, please give us a call or drop us an email. We would be delighted to help!

Belding TRAINING

The Evolution of Workplace Performance

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Level 1: Foundational

Workshop Methodology

The Belding *Outstanding Customer Service* workshops are structured in a sequential progression from core concepts to specific skills application. Customer service principles and theories are introduced, with discussions and exercises to ensure all learners understand and agree. The core principles in the course are drawn from *The Six Pillars of Customer Service*. This is followed with learning tools and exercises to help learners transfer the concepts into specific workplace behaviours.



Interactive and Engaging

Belding Workshops are highly interactive, entertaining and engaging. We use a blend of learning techniques, and focus heavily on tactile learner interaction. Rather than relying on cumbersome workbooks with classroom theory (we do have workbooks – they just aren't cumbersome), the workshops include series of exercises, discussions, role-plays and other activities to ensure that each participant is engaged and gaining the most at each step.



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Level 1: Foundational Program Outline

Who Should Attend

The *Outstanding Customer Service – Level 1: Foundational* workshop is designed for individuals who have direct with customers, and those who lead customer-facing teams. Because Belding Training will customize the content of the program specifically for your organization, this workshop is suitable for any industry. Examples of roles the Foundational workshop is ideal for include:

- Customer service representatives
- Retail sales associates
- AR/AP professionals
- Legal, Accounting, Engineering and other professional occupations
- Technical support and help desk agents



What They Will Learn

Participants will learn the true research-based core of customer service. They will learn the root skills that absolutely must be in place to create outstanding experiences. They will have the opportunity to practice these skills, and assess their own attitudes that add or detract from their ability to create consistent, positive and memorable experiences.

Workshop Outcomes

- More consistent positive customer interactions
- Increased confidence when interacting with customers
- Greater employee ownership over the customer experience
- Increased customer referrals and positive word of mouth



Level 1: Foundational Program Outline

Program Content

The Core Of Customer Service

In small and large groups, participants explore and discuss the foundation of customer service.

The Science of WOW

Participants are introduced to the ground-breaking research that uncovers exactly what WOW customer experiences are, and what they can do to achieve them.

Customer Service Quotient Assessment

Participants will explore their own attitude baseline on the three core criteria of Customer Focus, Relationship Building and Integrity.

How To Create An Outstanding First Impression

Three fun exercises that illustrate what it takes to make a positive first impression every time – and the traps we all fall into that send negative messages.





Level 1: Foundational Program Outline

Program Content

The Impact Of Body Language And Voice

The old saying, "It's not what you say, but how you say it" is true. Participants will learn how to send consistently positive messages through their body language and tone of voice.

The Language Of Outstanding Customer Service

Well, it actually IS what you say. An amazing exercise and simulation that clearly demonstrates how subtle changes in our language skills can dramatically improve the outcome of a customer service interaction.

The Little Things That Make A Big Impact

Customer service is about a lot of little things working together to send the message to customers that you care about them, and that they are important to you. Participants will learn the ones that will make the biggest difference in your organization.



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What Our Customers Say

Belding Training's customer service workshops consistently get rave reviews from participants and our clients. We are extremely proud of our global reputation for training that engages, excites, and helps people stand out with the customer experiences they deliver. Here are just a few things people have said:



"The whole office is raving about you guys. This morning one of our colleges who didn't have the experience yet, asked us if you gave us some happy drugs..."

TSSA

"This course was amazing!"

BP Energy

"It was a great experience being part of the Belding training. It changed my daily attitude about work, life and people"

MoldCell Moldova

"You brought my staff back from the dead!"

Metro Toronto Convention Centre

"This is the best training we've ever had!"

Cable Bahamas

"Our organization has benefited tremendously. The Belding Group is a world-class organization that not only met but exceeded our expectations!"

Lifestyle Family Fitness

"I enjoyed working with the Belding Group from beginning to end."

Noritake

"Remarkable! Excellent! One of the best trainings I have ever attended."

Marine Corps Community Services

"Honestly the best training I have ever attended, with a set of tips that I will be able to implement now in my daily activities. Thank you!"

The RAND Corporation

"It inspired me to keep trying to make a difference."

Cadillac Fairview

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About The Belding Group of Companies Inc.

The Belding Group has been helping companies stand out with customer experience for 23 years. It has two divisions that provide consulting, training and measurement in customer service, workplace performance and leadership. It has two divisions:



Belding Training designs, develops and delivers customer service training, leadership training and workplace performance. Belding Training has earned accolades globally, and has won international awards for the innovation, effectiveness and results of its programs.



RetailTrack conducts mystery shopping and customer and employee satisfaction surveys throughout North America. RetailTrack's unique approach provides critical insights that help companies identify opportunities for Standing Out in Customer Experience.



To learn more about The Belding Group and the services we offer, contact us at:

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