

CUSTOMER ENGAGEMENT

Training Customer Focus



crmpartners

Training Customer Centricity

You know that customer contacts are valuable, but to what extent are the employees really focused on their customers? Are they able to exceed your client's expectations? This training has been specially developed for customer service employees who have direct inbound or outbound contact with customers. Possessing the right skills often determines the experience of the customer, but certainly also for the employee. It is nice for both parties if the contact goes smooth, customer-focused and structured, whereby the customer is put first.

Results

- Better identify the needs of the customer and better connect with the customer.
- Determine resistance and miscommunication in conversations and adjust your communication style accordingly.
- Respond effectively to customer situations and demonstrate empathy in the various conversations.
- Know and recognize your own qualities and make optimum use of them.
- Knowing and recognizing your own qualities and pitfalls and experiencing minimal inconvenience from these pitfalls.

Details

Duration 2 days

Costs € 2.950

Deliverables

This training contributes to increasing customer satisfaction, improving the relationship with your customer and preventing repeat traffic. It will help you to boost your NPS score and continuously improve the performance of your employees when it comes to satisfying your customers. Employees come out with points for improvement, because they have learned to share best practices and deal with feedback.

Learning goals:

- The difference between customer focus and customer friendliness.
- Managing expectations during conversations.
- Respond professionally to the attitude and behavior of different customer types.
- Conversation techniques, such as listening, summarizing and questioning.
- Finding out the question behind the question.
- Show empathy and empathize with the customer.
- Communicate and act in a customer-focused way: get started with the TOP 5 practical moments.
- Dealing with angry customers / resistance.
- Saying no, how do you sell an undesirable outcome.
- Dealing with complaints.

