



## Sales & Customer Service

### Customer Service

#### Summary

HPL's *Delighting Your Customers* prepares your managers, supervisors and employees to gather and analyze customer-focus data they can use to guide daily work and drive continuous process and customer service improvements. This multi-media training program teaches the practical interpersonal skills your people need to improve both internal and external customer relationships.

Specifically, *Delighting Your Customers* workshop helps participants from all functions and levels of your organization to:

- Bring the voice of the customer inside your organization in the form of actionable customer-focus data
- Identify and remove costly organizational barriers to customer satisfaction
- Achieve breakthroughs in customer service to enhance customer loyalty
- Better manage difficult customers

#### Who Should Attend

All managers, supervisors and employees involved with the customer service function for your organization.

#### Structure

This workshop is divided into five modules, and is available in both a one-day or two-day format:

- 1. You and Your Customers**—Defines a customer focus organization as one in which all employees and work processes work as one to delight both your internal and external customers. Participants learn why they must use the “voice of the customer” to drive customer focused improvements and to provide outstanding customer service. A customer-focus audit helps participants assess current customer-focus levels.
- 2. Understanding Your Customers**— Participants learn how to identify barriers between themselves and their customers and how to apply the needs evolution technique to translate general customer needs into specific, clearly prioritized customer service standards. Participants also learn how to partner with their colleagues, internal customers and suppliers to enhance customer loyalty.
- 3. Cultivating Customer Delight**—Shows participants that each interaction with a customer offers not one but at least three different opportunities to delight: *before, during, and after the delivery of products and services*. Participant work in teams to identify and prioritize opportunities to improve their own customer relationships in the before, during, and after phases.
- 4. Dealing with Difficult Customers**—Teaches participants how to read the customer's unstated needs, how to analyze those needs to determine what he or she cares about most, and how to respond in ways that demonstrate a commitment to providing customer delight. This interpersonal-skills module provides participants with new skills to better manage difficult customer situations that they may be confronting.
- 5. Creating a Customer Focused Culture**—Introduces your managers and supervisors to six key factors needed to sustain total customer focus. Management and supervisory participants use these keys to evaluate the environment for customer focus within their own work groups, create specific customer service standards, and plan how to empower their employees to exceed customer needs.