

# Commendable Customer Service

## Giving Your Staff and Your Customers the Chance to Win

### *Briefing*

Customer service is a complex issue and delivering great customer service is only part of the equation. Your staff must have the communication skills to understand their own decision-making process and the decision-making process of the customer. By providing these skills, you create opportunities for continuous improvement. Increased competition and tighter profit margins make it critical for companies to make full use of customer service opportunities. By increasing the communication skills of your staff, you will increase customer satisfaction as well as profits.

#### **Without customer service that works for everyone...**

- ⇒ Enthusiasm wanes
- ⇒ Turnover continues
- ⇒ Tension rises

Jeffrey's contagious humor enhances the presentation of the winning attitudes necessary for effective communication.

#### **You can generate commendable customer service immediately: This program will show you how.**

You'll learn ways to...

- Increase rapport with existing customers
- Increase assertiveness in communications
- Identify customer service opportunities

This program will give you the tools you need to put projects on the fast track and everything in its proper place.

#### **You and your people will learn powerful new ways to....**

- 1. Build from the successes you already experience in customer service.**  
Taking a positive approach and finding out the things-that-go-right.
- 2. Deliver superior customer service with your current resources.**  
Maximize utilization of current resources for the fastest route to commendable customer service.
- 3. Develop the ability to calm down an angry situation.**  
Learn the 5 steps to calming down an angry situation.
- 4. Strategize with your customer to solve problems.**  
Discover the ways your customers can work with you to solve their customer service issues.
- 5. Develop a take charge attitude to generate a positive situation.**  
Letting the customer know your intentions and actions to assist them are more important than resolving the situation.



213 Second Street • Huntington Beach • CA • 92648-5103  
(714) 960-7461 • fax (714) 960-5107 • [info@oxfordco.com](mailto:info@oxfordco.com)

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## **Giving Your Staff and Your Customers the Chance to Win**

### *Outline*

#### **Identify the Customer**

- Internal customers: Relationships and responsibilities
- External customers: expectations and value
- Gain commitment on the action plan from the customer

#### **Self-Assessment**

- Opportunities and results
- Ways to find out what is good and the changes necessary
- The total customer service experience
- Points of customer contact
- Gathering and using customer feedback
- Develop the questions to determine customer needs
- Strategize with the customer to determine an action plan

#### **Putting the Commendable Customer Service Plan in Place**

- The cost of mediocrity
- What is the best that can happen?
- Take the customer by surprise
- How do we get everyone on the bandwagon?
- The 3 skills you need to survive
- Introduce new products and services as potential solutions
- Committing to the plan
- 5 communication skills to use in person and over the phone

#### **Recovery strategies for Commendable Customer Service**

- Catering to personalities
- Turning challenges into champion opportunities
- Turning anger into positive energy
- Proven strategies for personal recovery
- Proven strategies for commendable customer service.
- Powerful language for recovery and positive impact
- Making Commendable Customer Service Contagious
- Delivering no's, bad news, and apologies – the must have's
- Continuous improvement – the 20% plan



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