



**CUSTOMER
SERVICE
ACADEMY OF
JAMAICA LTD.**

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Fundamentals of Quality Customer Care

Duration: Five days

Time: 9am – 4pm

For: Service Providers

PROGRAM OBJECTIVES

At the end of this workshop, participants will have a full understanding of the strategies that they need to embrace in order to deliver world-class service.

METHODOLOGY

Workshop consists of lecture/discussions, visual aids, individual and group activities.


Tel: 876-754-3263
csaj@cwjamaica.com
www.csajonline.com

Fundamentals of Quality Customer Care

Content Domain

- ✚ The Primacy of the Customer.
- ✚ Customer expectations and service delivery.
- ✚ Definitional issues.
- ✚ Customer contact techniques:
 - ◆ Professionalism.
 - ◆ Friendliness
 - ◆ Courtesy.
 - ◆ Empathy.
 - ◆ Responsiveness.
 - ◆ Anticipation.
- ✚ The three phases of a customer's experience.
- ✚ Harvard Business School Study on the benefits of quality service.
- ✚ The Four "As" of Caring.
- ✚ The Eight Principles of Hospitality.
- ✚ Baber's Six Rules of Customer Service.
- ✚ What customers consider as good service.
- ✚ Descriptors of effective customer service delivery.
- ✚ Determining customer requirements in a service organization.
- ✚ Attitudes and habits and their effects on service.
- ✚ Non-verbal communication: the four components.


- ✚ Dealing with difficult customers:
 - ◆ the four categories of customer complaints.
 - ◆ why customers complain.
 - ◆ a conceptual framework of service recovery and fallout.
 - ◆ the seven-step approach to handling customer complaints successfully.
 - ◆ the four types of difficult customers and how to deal with them.
- ✚ Enhancing customer value:
 - ◆ The customer value triad.
 - ◆ Value for money and customer perception.
 - ◆ Managing the relationship with your customers.
 - ◆ Managing customer behaviour.
 - ◆ Managing customer expectations.
 - ◆ Managing customer perceptions.
- ✚ Mastering the art of listening:
 - ◆ The four essential listening tools.
 - ◆ Hearing versus Listening.
 - ◆ Types of listening.
 - ◆ Listening with purpose.
 - ◆ The benefits of quality listening.
 - ◆ The consequences of not listening.

 Professionalism and the Professional:

- ◆ Attitude, Effort and Environment.
- ◆ Five key commitments for a customer service professional.

 Projecting professionalism on the phone:


- ◆ How people receive messages from other people.
- ◆ The telephone and organizational success.

 The Professional as a Team Player:


- ◆ The six components of great teamwork.
- ◆ The advantages of teamwork.

 Building Customer Loyalty:

- ◆ Loyalty building strategies.
- ◆ Harvard University's Four Types of Customers.
- ◆ Strategies for creating customer intimacy.
- ◆ The lifetime value of a customer.

 The issue of Reliability:

- ◆ The three sources of service promises.

 Best Practices in Customer Service:

- ◆ Definitional issues.
- ◆ Some best practice companies.