

Workshop 3: Customer Service Excellence

This 1-day workshop provides service staff in Administrative and Academic Units with the basic skills for delivering customer service excellence within their operations.

At the end of this workshop, the participant will be able to:

- Understand customer service excellence and standards
- Know why their personality types influence effective service
- Appreciate customer service teams as vital to service success
- Value the knowledge required to transact services
- Understand the emotional competencies required for providing excellence in services
- Consider how to record customers' concerns and ideas and deal with them
- Determine ways to ensure that the amenities are always conducive to delight customers

TOPICS

E. Ali (9:00am-12:00pm)

- What is customer service excellence?
- Customer service excellence standards
- Measuring standards: Getting customers' feedback
- The Service environment: How to maintain service amenities
- Developing customer loyalty, dependability and repeat business
- Knowing your products and services
- Disseminating information products
- How important is efficiency in providing service?

S. Sheppard (1:00-4:00pm)

- Do you know your personality type?
- Why is personality important in customer service?
- Customer service teams and efficient services
- Telephone and email etiquette
- Being courteous to customers
- Listening empathetically to customers
- Speaking to difficult customers
- Tips for writing to customers
- Recording and resolving customer complaints