



## Seminar Description:

### “Exceeding expectations in customer service”



#### Training Requirements:

This specific seminar will focus on offering the ultimate in quality customer care; this is essential as it seems that there is a distinct lack of service knowledge in most Cypriot companies amongst their sales staff when it comes to customer care techniques. This seminar is specifically tailored for those who have direct contact with the customer, either telephonically or in person.

To deal with this challenge, this seminar – “Exceeding expectations in customer service” - will focus on the following:

- Determining the appropriate customer service in relation to the customers’ actual expectations
- Service behaviour: negative and unacceptable versus a professional approach
- Ways and means to improve the level of service
- New approaches to quality service
- The power of enquiry/ the question
- Handling telephone conversations and conflicts

#### Training Objectives:

- Determining the appropriate customer service in relation to the customers’ actual expectations
- Developing positive behavior towards our customers and our colleagues



- Developing a customer-focused organization with the view towards satisfied customers as result of quality service
- Improving our methods of communications (handling conflict, etc)
- Coping with unhappy customers

**The seminar is aimed at:**

- Customer service personnel
- Call center personnel
- Supervisors
- Customer service management
- Human resource management

**Means and Methods of Training:**

- Lecture, demonstration, group work and practical applications

**Seminar Language:**

- The seminar language can be conducted either in Greek or in English



## SEMINAR TIMETABLE

<b><u>Exceeding expectations in Customer Service</u></b>				
Session times		Duration	Content Details (Includes theoretical and practical applications)	Instructor
Start	Finish	(hours, minutes)		
09:00	09:45	0.45	<b>Session 1</b> <b><u>Determining quality customer service in relation to customer expectations</u></b> <ul style="list-style-type: none"> <li>• Defining the meaning of quality in relation to service</li> <li>• What quality service means and its advantages</li> <li>• The least customers should anticipate and expect from our company/ organisation</li> </ul>	Michael Virardi
09:45	11:00	1.15	<b>Session 2</b> <b><u>Behaviour- Service</u></b> <p><b>a. Negative behaviour</b></p> <ul style="list-style-type: none"> <li>• 7 examples of poor service behaviour which are harmful to business</li> </ul> <p><b>b. Professional behaviour</b></p> <ul style="list-style-type: none"> <li>• Words and expressions to avoid and what to replace them with</li> <li>• The power of effective/ correct listening and how to become good listeners</li> <li>• Using the tone and range of your voice</li> <li>• Posture, movement and the behaviour of the body (Body Language)</li> <li>• Presenting the clearest questions to customers to ensure satisfactory service</li> <li>• How to win the customer in the first 30 seconds</li> </ul>	Michael Virardi
11:00	11:15	0.15	<b>BREAK</b>	
11:15	12:15	1.00	<b>Session 3</b> <b><u>Important elements of quality service</u></b> Presenting the elements of quality service in such a way to exceed customers' expectations <ul style="list-style-type: none"> <li>• Expressing interest and offering help to customers</li> <li>• How to understand what the customer wants</li> <li>• The value of (and the right way of giving) attention to customers</li> </ul>	Michael Virardi



12:15	13:15	1.00	<b>Session 4</b> <u><b>Handling Complaints</b></u> <ul style="list-style-type: none"> <li>• What is a complaint and how to handle it</li> <li>• What are the most common complaints and where do they stem from</li> <li>• Why a complaint is a gift and how we can transform it into a positive memory for our customer</li> </ul>	Michael Virardi
13:15	14:15	1.00	<b>LUNCH</b>	
14:15	15:15	1.00	<b>Session 5</b> <u><b>New approaches to quality service</b></u> <ul style="list-style-type: none"> <li>• Where, How and Which methods we can use to improve service; e.g. doing what we do better and offering what we can faster and more efficiently</li> </ul>	Michael Virardi
15:15	16:15	1.00	<b>Session 6</b> <u><b>The power of the question</b></u> <ul style="list-style-type: none"> <li>• Open versus Closed questions and where and when to use each kind of question</li> <li>• Confirming and Leading questions and where and when to use each kind of question</li> <li>• Closing questions – questions which lead towards closing a sale</li> </ul>	Michael Virardi
16:15	16:30	0.15	<b>BREAK</b>	
16:30	17:30	1.00	<b>Session 7</b> <u><b>Handling disputes and complaints</b></u> <ul style="list-style-type: none"> <li>• What is a dispute and how does it change when it's not handled on time</li> <li>• The most common disputes which arise in any company/organisation and how dealing with them in an appropriate and effective manner with the right approach can ultimately lead to a sale</li> <li>• What is a complaint and how we can handle it effectively</li> </ul>	Michael Virardi

Total time of instruction \*\*\*

7:00

To make a booking or get more information, please contact Christine S. Antoniou: (tel.) +357 25811511, (fax) +357 25375118, (e-mail) [christine@michaelvirardi.com](mailto:christine@michaelvirardi.com) (e-mail) [ask@michaelvirardi.com](mailto:ask@michaelvirardi.com).