

ACCeSS—ADVANCED CUSTOMER CARE SERVICE SKILLS

COMMUNICATIONS FOR COMPETITIVE ADVANTAGE

Customer care is the backbone of any successful organization. In today's world, customers are more demanding and more aware of their options than ever before. If customers are not "cared" for properly, they are quick to change providers and share their dissatisfaction with others.

Quality customer care can become a corporate advantage. Customer Account Managers need specific communication strategies and techniques to deal with potentially angry customers and volatile situations. Front line employees must know how to amicably resolve potential conflict and negotiate win/win solutions.

ACCeSS, Advanced Customer Care Service Skills, is a proven customizable solution that not only enhances the customer experience, it reduces employee turnover as well. An investment in ACCeSS brings a measurable, sustainable return on your training investment.

PROGRAM CONTENT

5. POST PROGRAM SUPPORT

World class customer care just doesn't happen, it takes process, planning and patience. We offer a proven implementation plan and resources needed for long term success.

- Action Mapping
- Implementation Strategies
- Resource Guide
- Toll Free Support

4. NEGOTIATING WIN/WIN SOLUTIONS

Customers with options and an abundance of choices means agents must know how to effectively negotiate. World class customer care involves finding reasonable solutions to sometimes unreasonable customer demands. The art and science of effective negotiation is mission critical to customer care professionals.

- Negotiation Considerations
- The KNOTS Process
- Understanding Outcomes
- Case Study

For More Information Contact:

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RESULTS
UNLIMITED, LLC
The Art of Customer Care

1. HIGH VELOCITY CARE

Continuous, self-improvement is the cornerstone for organizational customer care excellence. With the proper skills, knowledge and attitude your team will gain competitive advantage and marketplace differentiation.

- Introduction & Expectations
- High Velocity Change
- The Foundations for World Class Care

2. COMMUNICATIONS STRATEGIES

Knowing how to demonstrate honesty, trust and credibility to our customer is the first step in demonstrating great care. The second step is to understand what "type" of customer we are dealing with. Knowing this, we can customize our communication to effectively "connect" in a manner that positively impacts the customer and the organization.

- Understanding the Impact of Customer Care
- Demonstrating Honesty, Trust & Credibility
- The Communication Path
- Customer Types

3. DIFFUSING CONFLICT AND EMOTION

Customers today have lot's of choices. When there is a problem, one key choice they make is whether to continue to do business with you and your organization. By proactively understanding and managing potential conflicts we become more effective and help our customer's make good choices.

- Dealing with Angry Customers
- Escalated Anger Leads to Conflict
- Strategies to Resolve Collisions
- Strategies to Diffuse Anger
- The Conflict Cycle
- Conflict Styles
- Conflict Exercise
- Case Study

