

# WINNING THROUGH CUSTOMER SERVICE

## VITAL CUSTOMER SERVICE



No organization can afford to lose customers because of poor service, yet many do. Customers remember how they've been treated by a company, and they tell others. Studies show that a dissatisfied customer is likely to never buy from that company again — even if it has exactly what they are looking for. When customers are pleased, they're likely to spend more on a product or service and will call again. If customer service representatives (CSRs) understand their role in the customer relationship, then they will keep customers returning.

## COACHING AND DEVELOPMENT BRING SUCCESS

CSRs, sales and service representatives, service managers — anyone who has internal and external customer contact — are imperative to an organization. They are on the front lines of customer contact, and the way they manage customer relationships determines whether customers return.

The Vital Learning Winning Through Customer Service™ program uses a variety of interactive training methods to target the skills, behaviors and attitudes that have the greatest influence on understanding the customer and providing solutions. Vital Learning's unique approach allows organizations to customize their customer service training with both classroom and eLearning training. In addition, Winning Through Customer Service identifies the essential behavior/communication styles that will help representatives understand their customers' individual styles and needs.

Winning Through Customer Service trains sales and service personnel to present a professional image and to communicate effectively in everyday customer service transactions, as well as in difficult situations. These skills address the major concerns identified by more

than 50 organizations within the service industry and over 10 years of product field research. At the heart of this program is a step-by-step process for conducting a customer service transaction.

The program includes the following modules:

*Your Role as a Professional*  
*The Essential Communication Skills*  
*The Customer Service Transaction*  
*Dealing With Difficult Customer Situations*

Throughout the course, customer service employees review video presentations and case studies, participate in group discussions, practice new skills, and receive immediate feedback. The program provides them with implementation tools, a troubleshooting guide and additional resources to help them apply the skills they have learned on the job. Available in classroom, eLearning and blended formats.



## ESSENTIAL COURSE MATERIALS

Winning Through Customer Service is available in classroom, eLearning and blended formats to accommodate any organization or type of business. Each course includes the following course materials:

### Facilitator Guide

- Provides complete instructions about how to conduct the course
- Supplies explanatory information for the trainer, sample trainer narrative, transcripts of video segments and facilitation notes
- Includes the facilitator resources CD, which contains a PowerPoint presentation and additional resources

### Participant Workbook

- Provides exercises, forms, skill practice aids and a video synopsis
- Includes a Memory Jogger Card™, which gives participants a handy reminder of the course's skill points

### Video

- Presents a video scenario depicting customer service skills discussed in the course



## BENEFITS OF WINNING THROUGH CUSTOMER SERVICE

Organizations can offer the course in the format that works best for them — classroom, eLearning or blended.

Program is designed for six to 18 participants.

Flexible format allows organizations to tailor the course to meet their needs, lasting from one day to one and a half days.

Course participants receive hands-on experience practicing the program's skills and methods.

Participants learn to demonstrate professionalism on the job while building a proactive, problem-solving culture.

Participants learn to use essential communication skills when dealing with customers.

Participants learn to recognize characteristics of human behavior and opportunities to adapt to this personal style.

Participants learn to identify and use a structured process/model for conducting customer service transactions.

Participants learn to master strategies for dealing appropriately with difficult customer service situations.

*Winning Through Customer Service and Memory Jogger Card™ are trademarks of Vital Learning.*

