

**The University of Toledo**  
**College of Business Administration**  
**Executive Center for Global Competitiveness**

**QUALITY CUSTOMER SERVICE: BOTTOM LINE RESULTS**

### Program Overview

This workshop will demonstrate how to use customer-focused strategies to deliver exceptional customer service. Participants will learn the specifics of customer commitment and retention by making service excellence an attitude that permeates their entire organization. They'll understand why it's important to delight both internal and external customers and create positive "Moments of Truth." Attendees will strengthen their ability to deal with difficult and even abusive customers. They'll find out how to make customers feel special and unique, how to exceed their expectations, and how to increase customers' confidence in them, their department, and their organization.

### Program Objectives

During this program, participants will learn how to:

- Distinguish between quality and average customer service
- Give both internal and external customers what they need and want
- Succeed at their "Moments of Truth"
- Establish rapport rapidly and make a good first impression with customers
- Project a positive attitude to others
- Use appropriate vocabulary when dealing with any type of customer
- Understand and manage their customers' perceptions
- Build trust into their customer relationships
- Emotionally connect with their customers
- Resolve complaints and overcome resistance by offering options
- Deal with different types of challenging customers
- Create more teamwork and cooperation
- Increase customers' confidence in them and their organization

### About the Instructor

**Debra A. Smith** is a nationally respected consultant, speaker, and seminar leader. Her subject is professionalism—a composite of respect for the organization, respect for the people it serves, and respect for oneself. She develops this professionalism in her listeners, thereby enabling employees to reach their highest potential within the organization. People who attend her seminars gain new insight and direction, reinforced by effective skills that greatly enhance their performance. Every year Debra travels to over 100 cities in the United States and Canada to deliver her seminars on communication, time management, conflict resolution, and customer relations. Her seminars are skillfully designed to meet the needs of managerial, supervisory, and support personnel. She has trained over 450,000 people from organizations in the private sector and government as well as in numerous colleges and universities.

### Program Agenda

#### Why Customer Service Is Important to You and Your Organization

- The #1 ingredient contributing to the success of any organization
- Understanding the relationship between internal and external customer service
- Recognizing the financial value of satisfied customers vs. dissatisfied customers
- Why delighting a customer is not an option but a requirement
- The 8 C's of exceptional customer service

#### Guidelines for Providing Exceptional Customer Service

- Skillfully managing the "Moments of Truth" that form a customer's view
- How to master the essentials of rapport
- Getting your message across to your customers—no matter what "channel" they are using
- Attitude—the key to your success—and strategies for keeping yourself up
- Speaking with customers—use the words that work
- How and why to make your customers feel important and appreciated
- The art of listening—really hearing what your customers are saying
- The one technique for making sure commitments are met

#### Handling Challenging Customers

- The customer is **not** "always right"
- Five main reasons customers complain and preventive measures you can take
- MAD—understanding and recognizing the three stages of anger
- How to keep yourself from getting upset and unraveled
- A 7-step process for handling angry customers
- Empathy—what it is and what it conveys to your customers
- Saying "no" to the request but "yes" to the person
- Survival steps for dealing with difficult customers
  - Abusive customers
  - Nonstop talkers
  - Indecisive customers
  - Hard-to-understand customers
- Recovery skills for winning back customers and reestablishing trust

#### Building Customer Service Teams

- Teamwork—why build it and how it benefits customers
- 5 essentials for getting people to work together
- The real test—evaluating your effectiveness as a team player
- Developing your own roadmap to customer service excellence