

Creating a WOW Customer Experience

Module One Core Customer Service:

- Introduction to effective customer service
- The 5 components of effective customer service (The CS pyramid of core skills)
- What do our customers really need? (Building trust and empathy by relating to psychological needs)
- The Refined Maslow model of customer expectations; How to satisfy, delight, and create customer loyalty)
- Aligning the organizational vision and mission with customer expectations (pacing experience and leading responses)
- Finding and utilizing your Allies; enhancing customer experience and using good relationships to build potential profitable client networks
- Relationship management made easy
- State management 101; how your state affects the customer
- Building robust self-confidence and an unshakable self-image; the importance of having a positive self-image when it comes to dealing with customers
- Projecting your confidence with a friendly attitude; The role of Assertive communication in guiding your customer to making good decisions⁴
- The factors that make up customer loyalty
- Becoming a consultant to your client
- Turning clients into your advocate; 3 proven techniques to building customer loyalty

Module Two Core Customer Service

- It is not what you say, it's how you say it; non-verbal communication strategies for building rapport and credibility
- Unmasking the face: Going beyond body language; reading and using facial gestures (FACS model)
- The 3 levels of verbal intonation; always sound friendly and professional
- Shape Talk; a simple tool for profiling customer personalities into 4 types
- Building rapport beyond using body language; Pacing and leading experience, matching values and beliefs
- Building Rapport using engaged conversations
- The 5 steps model to customer service excellence
- Step1: The walk of Grace; creating positive memorable first impressions (Aligning Verbal and non-verbal communication – Being presentable)

- Step 2: Needs analysis (identifying needs by using powerful questioning techniques – The NLP Precision model of questioning, The Meta-States model of uncovering meaning and experience)

Module Three Core Customer Service:

- Do customers really need the same thing; Differentiating needs and wants
- Step 3: Customizing solutions by uncovering the customers buying criteria and motivating them to making a buying decision.
- Step4: Confirming Satisfaction and close; Uncovering hidden objections – Creating a safe psychological place for the customer to express their concerns)
- Step 5: Follow up on commitments; what happens after the sale? (Client retention by using 4 easy relationship management techniques)
- Dealing with tough customers; Separating the individual from their response (NLP Logical levels model)
- Working with upset customers? Never worry about that again: 4 steps using the H.E.A.T technique for dealing with upset customers.
- The 5 common types of upset customers and how to effectively manage their behaviors
- Just one more thing; Going beyond what the customer expects; Revisiting the Customer service Maslow pyramid and aiming for the top (Creating a memorable WOW impression, every time!)
- Simple things that really create a lasting memory.

Language:

- The materials for the trainees will be in English.
- The language of instruction will be in Arabic / English.