

Smart Service

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The Program - Customer Management Courses in Toronto

As service displaces technology as the means for competitive advantage, a company's potential for revenue growth/protection and market share becomes directly related to its level of customer retention or loyalty. Customer Contact Management provides your service and support force with the personal business skills to significantly differentiate you from your competition and thus garner invulnerability from competitive displacement.

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Research has proven that it is the relational aspects of service which have greater explanatory power, vis a vis the customer's loyalty, rather than technical issues. This program will provide each participant with an awareness of exactly what has to be provided to all your diverse customers for them to perceive that they are receiving total customer focused service. The participants will be provided with the knowledge and skill base of how to fulfill each of these customer's requirements in terms of specific communications skills. Through the use of video, interactive workshops and case study scripting clinics, this workshop will guide participants through the development of their own personal plan to implement Customer Contact Management.

Process versus Training Events

In order to develop a process, rather than isolated training events, this program also incorporates the tools and skills to survey customer satisfaction, analyze feed-back, recruit and develop capable personnel, and coach/manage their performance for optimum effectiveness and a unique competitive advantage. We also offer on-going mystery-customer feedback as a means to measure your success.

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Customer Feedback:

'Our staff clearly benefit from having a better understanding of why people behave the way they do. The program has helped to decrease conflicts both with the public and interdepartmentally.'

Diane Marchant

Markham Stouffville Hospital

'Our team has recently been recognized for its superior national team performance in account management and client focus. I believe this is a direct result of the your program.'

Laurie Inglis

Bell Canada

'Service personnel have told us they feel more comfortable in dealing with difficult situations…and feel stress levels have decreased and their self-esteem has been elevated as a result of practicing the skills of this program. Our CSI scores have improved and the number of districts attaining 100% customer satisfaction has increased dramatically.”

Don Wilshaw

Eastman Kodak

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Customer Contact Management

Do you need this Phase?

The Quick Quiz:

- When dealing with a customer service issue, to what degree do your service personnel demonstrate that the key to customer loyalty is influenced more by focusing on the relationship requirements than on the technical issue(s)?
- When dealing with a technical problem to what degree do your service personnel demonstrate that miraculous recoveries of a technical issue are the greatest opportunity for market growth?
- When dealing with the relationship issues of a customer problem do your service personnel feel as competently trained in how to analyze and recover the relationship requirements, as they do the technical issue?

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After the two-to-three day seminar, we guarantee that you will have the skills to:

- Develop an understanding of your customers' expectations and requirements vis a vis the Four Stage Service/Support Proficiency Model;
- Personally assess the opportunities for development within the Four Stages of service proficiency;
- Demonstrate personal integrity through 'commitments' and 'requests' in all interactions;
- Understand the importance of 'recovery' situations and demonstrate the four step model to ensure a total customer focused approach;
- Recognize the four unique communication types, list the relational requirements of each, and demonstrate specific tactics to influence the perception of total customer focused service;
- Demonstrate the interpersonal skills required to manage difficult situations and effectively manage damage control;
- Demonstrate the four step model to resolve the relational component of service issues and problems;