



Bite Sized Events

Creative Customer Service

Despite all the effort that was put into customer service over the last few years, customer satisfaction is at an all time low. Customers are more aware than ever before, competition is intense and it's frighteningly easy to let your eye slip from the customer service ball. This short session is for anyone in customer service, from the front line to the Customer Service Manager, arming them with the 12 components that produce customer delight. The session is lively, interactive and will challenge your staff.

Goals

- To emphasise the impact of good and bad customer service.
- To give participants an understanding of creative customer service, building with 12 key components on the foundation of delivery.
- To explore the crucial importance of buy-in from every individual in the organization.
- To put the passion into customer service.

Outline

- **Introduction** – who the speaker is, why we are here.
- **What is creative customer service?** – Every contact with your organization is like meeting a new person. You will give an impression, and that impression will influence the way your customer reacts. There is an opportunity here not just to deliver, but to win over the customer, to produce an enthusiast for you and your service.
- **Why should we care?** – How customers feel about you and your organization will influence the fitness of the organization, its ability to pay more salary and even its survival. But perhaps even more importantly, if you make your customers happy you will get a positive buzz. Would you prefer work to be miserable or rewarding? Surprisingly often the choice is yours.
- **Who are our customers?** – Knowing your customers is essential to giving them a positive experience. The more we can make dealing with our organization like being in a village shop or a local pub, where you are known personally and your preferences are respected, the better the service we can give.
- **What is the customer experience?** – You may think that all the customer wants is your product or service delivered on time. But that's just the foundation. You can't provide good customer service without it, but there's much more than you can do to make the experience of dealing with your organization a positive one.
- **The 12 components** – We have identified 12 key components of going beyond effective delivery. From “going the extra light year” to “keeping in touch” we look at the components that are most essential for your organization.
- **Making it happen** – It's not enough to talk about customer service, you've got to do it. We finish with an agenda for making a difference.

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Practicalities

The *Creative Customer Service* bite sized event lasts 1½ to 2 hours. It can be staged in theatre style seating for any number of attendees, but for best results we recommend a horseshoe format with a maximum of 20 attendees. The location should have a data projector, pads and pencils for attendees and floor space for all attendees to be able to stand in open space. As always, we can quote for provision of resources, but many clients prefer to provide them.

Recommended book: *Capturing Customers' Hearts* for each attendee, which will enable them to build on the detail learned in the session and gain a broader appreciation of the fundamentals of customer service. Here's what Harvard Business School says:

In an increasingly competitive business market, building customer relationships can differentiate your business from the pack. *Capturing Customers' Hearts* explains how companies can build relationships through customers' emotions. For example, Clegg discusses ways to make customers feel ownership toward a business—they don't just like the hardware store, they feel it is their hardware store. With the increased use of technology-based customer service practices, companies must remember that in the end, the best customer service comes down to people dealing with people. The implementation of a good CRM system is positive step toward improving service, but becomes much less of an asset if customers don't feel good about the person using the CRM system. Clegg's use of best and worst case scenarios—"Good News" stories and "Horror Story" anecdotes—enlivens the book. Make a point to take the "Where are You Now?" assessment to gauge your company's charisma, and get pointers on avoiding "junk service."

Pricing

Bite sized events are priced at £800+VAT, assuming the client provides the venue, projector and housekeeping resources. The only other costs will be travel expenses for the presenter (first class rail or Inland Revenue mileage 40p/mile) and optionally cost of books for attendees. *Capturing Customers' Hearts* has a list price of £21.99, but we can offer it at £19.99 with further discounts for bulk purchases.

Presenter

Your presenter will be agreed in advance. All our presenters are experienced managers, not just trainers. In the unlikely event that the agreed presenter is not available due to illness we will offer the choice of a backup presenter or rescheduling.