

Creating Stellar Customer Relations™ 16 Hour Workshop

Strong customer relationships are essential to success in business today. And because customers—external and internal—actually want to be loyal to deserving organizations, such relationships hinge on the behavior of your service providers.



Creating Stellar Customer Relations™ is the foundational workshop of the Achieving Stellar Service™ Experiences system. This workshop instills behaviors for acknowledging and responding appropriately to a customer's human needs—behaviors that often make the difference between losing a customer ... and keeping one for a lifetime. It was inspired by its predecessor, Achieving Extraordinary Customer Relations™, a program that over the years positively impacted millions of participants in leading organizations around the world.

During the workshop, participants will participate in a variety of engaging individual and group activities, partner discussions, video demonstrations, role plays, and large-group discussions. They have fun as they gain familiarity and confidence with the new concepts and skills.

Content & Outcomes

Reaching for Stellar Service™ 4 hours

The purpose of this module is to explore the value of stellar service and the role of the service provider in achieving it. Participants will be able to:

- ★ Describe what stellar service is and the challenges of delivering it.
- ★ Discuss the benefits of customer loyalty to the service provider, the organization, and customers.
- ★ Know their role in building customer loyalty.
- ★ Find and take advantage of key defining moments in customer interactions.
- ★ Identify and discuss the three dimensions of service.
- ★ Describe and apply four key qualities that customers—both external and internal—expect from stellar service.
- ★ Use the four key service qualities to evaluate and improve the service they deliver.



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Authorized AchieveGlobal Distribution Partner:

Contact: **Lisa Jean Smith**

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Content & Outcomes

Caring for Customers™ 4 hours

The purpose of this module is to help service providers develop skills for delivering friendly, attentive service that demonstrates interest in and care for customers on a human level. Participants will be able to:

- ★ Explain why meeting customers' human needs is essential to their success as a service provider.
- ★ Apply three skills that demonstrate their interest in and concern for customers.
- ★ Listen attentively.
- ★ Project a willingness to help.
- ★ Convey respect.
- ★ Use four caring responses that communicate the customer's value to your organization.
- ★ Acknowledge the customer and his or her situation.
- ★ Appreciate something about working with the customer.
- ★ Affirm something the customer has said or done.
- ★ Assure the customer of good service.

Healing Customer Relationships™ 4 hours

The purpose of this module is to develop skills that will help service providers serve customers who are concerned, angry, or upset after a service breakdown. Participants will be able to:

- ★ Explain why it is important for organizations to heal relationships with customers who are frustrated or angry.
- ★ Apply four guidelines for effectively restoring customer trust and confidence.
- ★ Explore common reactions to customer service breakdowns.
- ★ Manage their own reactions to emotional statements from customers.
- ★ Use defusing techniques with customers who are angry or upset.
- ★ Take appropriate actions to address and resolve customers' concerns satisfactorily.
- ★ Demonstrate commitment to the customer relationship and encourage customers to remain loyal.

Dazzling Your Customers™ 4 hours

The purpose of this module is to enhance the ability of service providers to make customers feel special and valued, thereby creating experiences so surprisingly positive and memorable that customers will tell others about them and will want to sustain and build their relationships with the organization. Participants will be able to:

- ★ Define dazzling service.
- ★ Explain how dazzling service contributes to customer loyalty.
- ★ Recognize opportunities for delivering dazzling service in challenging and routine interactions.
- ★ Generate a variety of options for delivering dazzling service to their customers.
- ★ Select dazzling actions that are appropriate and meaningful to individual customers.
- ★ Offer dazzling actions in a way that builds rapport and creates positive defining moments that are memorable.

Reaching for Stellar Service™



Purpose

The purpose of this module is to explore the value of stellar service and the service provider's role in achieving it.

Process

During the module, participants complete a variety of individual and group activities, partner discussions, and skills practices, video segments, and large-group discussions that explore the following topics:

- What stellar service means
- Benefits of customer loyalty
- Defining moments
- Three dimensions of service
- The STAR qualities
- Action planning

Payoff

At the end of the module, participants will be able to:

- Describe what stellar service is and the challenges of delivering it.
- Discuss the benefits of customer loyalty to the service provider, the organization, and customers.
- Explain the importance of the service provider's role in building customer loyalty.
- Identify key defining moments in customer interactions.
- Identify and discuss the three dimensions of service.
- Describe the four key qualities that customers expect from stellar service.
- Use the four key qualities to evaluate and improve the service they deliver.

Typical Time Investment

Time commitment Varies. Please discuss with your certified AchieveGlobal facilitator, or the authorized Distribution Partner. (4 Hours)



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Caring for Customers™



Purpose

The purpose of this module is to help service providers develop skills for delivering friendly, attentive service that demonstrates interest in and care for customers on a human level.

Process

During the module, participants complete a variety of individual and group activities, partner discussions, and skills practices, video segments, and large-group discussions that explore the following topics:

- Challenges of providing caring service
- Two principles of caring service
- Skills for demonstrating interest and concern
- Skills for communicating the customer's value
- Obstacles to using caring skills
- Action planning

Payoff

At the end of the module, participants will be able to:

- Explain why meeting customers' human needs are essential to their success as service providers.
- Apply three skills that demonstrate your interest in and concern for customers:
 - Listen attentively.
 - Project a willingness to help.
 - Convey respect.
- Use four caring responses that communicate the customer's value to your organization.
 - Acknowledge the customer and his or her situation.
 - Appreciate something about working with the customer.
 - Affirm something the customer has said or done.
 - Assure the customer of good service.

Typical Time Investment

Time commitment Varies. Please discuss with your certified AchieveGlobal facilitator, or the authorized Distribution Partner. (4 Hours)



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Dazzling Your Customers™



Purpose

The purpose of this module is to enhance the ability of service providers to make customers feel special and valued, thereby creating experiences so surprisingly positive and memorable that customers will tell others about them and will want to sustain and build their relationships with the organization.

Process

During the module, participants complete a variety of individual and group activities, partner discussions, and skills practices, video segments, and large-group discussions that explore the following topics:

- Dazzling criteria
- Three dazzling steps
- Dazzling in challenging situations
- Dazzling in routine situations
- Action planning

Payoff

At the end of the module, participants will be able to:

- Define dazzling service.
- Explain how dazzling service contributes to customer loyalty.
- Recognize opportunities for deliver dazzling service in challenging and routine interactions.
- Generate a variety of options for delivering dazzling service to their customers.
- Select dazzling actions that are appropriate and meaningful to individual customers.
- Offer dazzling actions in a way that builds rapport and creates positive defining moments that are memorable.

Typical Time Investment

Time commitment Varies. Please discuss with your certified AchieveGlobal facilitator, or the authorized Distribution Partner. (4 Hours)



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Healing Customer Relationships™



Purpose

The purpose of this module is to develop skills that will help service providers serve customers who are concerned, angry, or upset after a service breakdown.

Process

During the module, participants complete a variety of individual and group activities, partner discussions, and skills practices, video segments, and large-group discussions that explore the following topics:

- Four guidelines for healing customer relationships
- Staying unhooked from negative feelings
- Choosing productive responses
- Techniques for defusing negative emotions
- Ways to regain customer trust and confidence
- Action planning

Payoff

At the end of the module, participants will be able to:

- Explain why it is important for organizations to heal relationships with customers who are frustrated or angry.
- Describe four guidelines for effectively restoring customer trust and confidence.
- Manage their reactions to emotional statements from customers.
- Use defusing techniques with customers who are angry or upset.
- Take appropriate actions to address and resolve customers' concerns satisfactorily.
- Demonstrate commitment to the customer relationship and encourage customers to remain loyal.

Typical Time Investment

Time commitment Varies. Please discuss with your certified AchieveGlobal facilitator, or the authorized Distribution Partner. (4 Hours)



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