

Service mindset

90-minute webinar

Giving service isn't enough these days. People expect – and deserve – consistent and high-quality service. If they don't get it, they may go elsewhere – and generate negative publicity for your organisation. This interactive virtual session is focused on changing mindsets and behaviours so that participants meet and exceed the expectations of their customers (internal or external). They will learn valuable techniques for providing excellent service, handling difficult or dissatisfied customers effectively and, where appropriate, identifying up-sell opportunities along the way. They will explore their own mindset and how to reframe thoughts to feel more positive.

Learning objectives

- Appreciate the impact great service has on the business
- Learn how to connect with a customer effectively
- Recognise the importance of taking ownership for the customer's experience
- Have techniques for dealing with different customers – including dissatisfied customers
- Know how to end a customer interaction with a smile

Webinar overview

9.00 Welcome, agenda, developing a service mindset

Group discussion to explore the different experiences people have had of service, good and bad. The difference between internal and external customers. We all have customers. The customer service chain and how poor service can affect the business. How to develop a service mindset. Welcome, agenda and objectives.

9.10 Presenting yourself and the organisation

Giving a strong first impression if dealing with internal customers. The importance of rapport and connection, how to maintain this with internal or external customers. Building relationships.

9.20 Understanding the customer's need

Questions to ask to gain clarity – effective ways of gently probing. Open v closed questions and when to use them. How to use the questioning funnel. The power of using the word 'and' to lead the customer gently through requests for information. Using sweeper questions: 'Is there anything else it would be useful for me to know?' Pairs activity with scenarios and peer feedback.

9.35 Taking ownership and solving their problems

Although some customers just want the opportunity to speak and be listened to, most people get in touch because they want a problem solving. In a group sharing session using microphone with company-specific examples, participants discuss what solutions they could offer to each customer's problem from what's available. How to describe the solution in a way that's simple to understand and appealing to them and refer back to the customer's needs to gain agreement to what you're proposing. Volunteers from the session practise communicating the group's preferred solution.

10.05 Handling challenging customers

Group sharing session to discuss the situations they find challenging with clients/customers and recommendations from peers and trainer for how to handle them.

10.20 Action plans and next steps

Participants reflect on their next steps and how they will implement their learning in the workplace. What can they each do to leave their customers with a smile? Each person makes a commitment for what they will do differently in a group whiteboard which can be circulated to participants following the session as a reminder of their actions.

10.30 Close