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Enhancement of Customer Service delivery in the Public Sector

Course Overview:

The internet has transformed the marketplace: customers can research, purchase, and review products and services from the comfort of their own home, or office. Customer prospects have heightened. They demand consistent, professional and effective service from their suppliers. This highly interactive and fun program examines detailed how to build lasting relationships and mutual respect with your customers while you uncover their needs, match them, build respect and maintain customer loyalty.

Course Objectives:

At the end of this course, the participants will be able to:

- Build lasting and meaningful relationships with your customers
- Use powerful behavioural tools to ensure you secure and maintain a competitive edge within any marketplace
- Gain a greater understanding of your customer's needs and how to satisfy them
- Explore the basics of Neuro-Linguistic Programming (NLP) and Emotional intelligence and discover how they can help you to improve your customer services management
- Influence with integrity and crystal-clear communication
- Create and adapt crystal-clear models for communication between the organization and its customers
- Get the ability to tailor services to meet their customers' needs
- Build a long-term relationship between the organization and its customers

Course Coverage:

Topic 1: The World of Customer Service Excellence:

- Customer Service and what it means
- Identifying excellence in front-line customer services
- What are the services and products that you offer?
- The Role of NLP and Emotional Excellence in customer service
- What do your customers say about you and your organization?
- What do you want your customers to say?

- Myths and Legends about customer service

Topic 2: Gaining a Greater Understanding of Your Company:

- From judgments to behavioural flexibility
- Behavioural traits and how to identify them
- Modifying your behaviour to match others
- Building lasting rapport
- Sharpen your senses to the signals others are sending you
- Connect with colleagues and clients at a level that creates deeper trust and commitment
- Step into another person's shoes to better appreciate their experiences and motivations
- Body language clues that show how others are thinking and responding to you
- Non-verbal clues that show if someone is telling the truth

Topic 3: Communication Masterclass:

- What is crystal clear communication?
- Communication excellence through powerful listening and questioning techniques
- Thinking patterns
- Filters to communication
- Metaphors & Models
- Using perceptual positions to understand your customers' point of view
- Logical levels of change
- Building climates of trust
- Creating well-formed outcomes
- Communication skills exercises

Topic 4: Influencing with Integrity:

- The importance of value sets in the modern-day business
- Influencing the Influencers and high fliers
- The importance of matching others' language patterns
- Mirroring and pacing - what do they mean?
- Internal and external references
- Coaching - a tool for self and others
- Influencing exercises

Topic 5: Conflict and Challenge:

- Assertiveness and what it means
- Dealing with difficult people in an assertive way
- Dealing with difficult customers
- Maintaining high standards of customer service
- Reviewing the service that you offer and reacting accordingly
- Embracing change for the good of all
- Personal planning - dealing with your customer

Topic 6: The Business Case for Customer Service Excellence:

- Why excellence in customer service is a hot business boardroom issue
- Understanding what your customers expect
- Benchmarking for competitive success

- Meeting and exceeding changing customer expectations
- Assessing your organizational culture for customer service focus
- Core Foundations for Building a customer-centric culture
- Overcoming Obstacles to customer service excellence

Topic 7: Improving Customer Service Standards:

- Showing your customers, you are serious about providing customer service excellence
- Resolving customer service challenges positively
- The six hats problem-solving approach
- Shifting perceptual positions
- Resolving complaints, disputes and conflict
- Role modelling top performers in customer service.
- Moving closer to the customer - rapport skills to build better relationships

Topic 8: Creating a Culture of Service Excellence Through Continuous Learning:

- What is a learning organization?
- Creating a vision for customer service excellence and continuous learning in your organization
- Applying continuous learning strategies to customer service excellence
- Planning for change - using the Neurological levels model
- Leading by example - teaching others through behavioural excellence
- There is no failure only feedback - moving forward for personal and business growth
- Building teamwork, cooperation, and collaboration with colleagues

Topic 9: Hiring for Attitude - Training for Skills:

- The importance of a strong value set in customer service delivery excellence
- Core customer service qualities and competencies
- The transferability of customer service skills
- Retaining and motivating your best people
- Developing staff engagement in the business
- Understanding the psychological contract and its impact on staff
- Using rewards and incentives to motivate performance
- The Importance of the team leader/supervisor in frontline staff employment
- Addressing 'real-life' work challenges in customer service excellence

Topic 10: Assessing Customer Service Training and Development Programs:

- Why skills training is on the boardroom agenda of successful organizations
- How to develop customer service excellence to compete in a global marketplace
- What to look for when choosing a skills development or training program
- Addressing attitudinal issues in learning
- Assessing the impact of customer service training in the workplace on the customer, the team and the business
- High-performance coaching methods for customer service excellence and staff retention
- Maintaining positivity in the workplace
- Action planning to take the learning back and develop it further

Targeted Participants:

- Executives, Managers, and Decision-Makers who are keen on improving performance by taking their customers to higher levels of satisfaction
- Customer Service Managers and Supervisors interested in advanced customer service tools
- Customer Service Professionals who want to extend their skills and knowledge for higher productivity