

CUSTOMER SERVICE 101

One Day Workshop Agenda – Interactive Workshop

SALES *expert*

LOCATION: Riverbank Discovery Centre - #1-545 Conservation Drive

DATE & TIME:

Thursday, January 31st, 2013. Registration is 8:30am sharp.
Workshop begins promptly at 9:00am and is adjourned at 4:30pm.

MORNING

9:00am Registration & Introductions

9:10am **Review of Workshop Objectives**

1. Defining customer service;
2. Identification of the core functions;
3. Factors that contribute to providing great customer service;
4. Easy to adopt strategies to improve customer service.

9:20am **Defining Customer Service**

- Customer needs change
- Managing expectation & measuring customer satisfaction
- Overpromising a common pitfall
- Service is always a big part of a brand promise

10:00am **WORKSHOP BREAKOUT**

Each participant will practice introducing themselves to each other as experts (role play).

10:20am **Coffee Break**

10:30am **Core Functions of Customer Service**

- Decision Making
- Order fulfillment
- Post purchase service
- How to structure CS desk

11:00am **WORKSHOP BREAKOUT**

Each participant will list the overt and covert promises their company routinely makes to prospective customers.

11:30am **Choosing the Appropriate Customer Service Level to Deliver**

- Customer profiling & prioritization
- Customer service levels
- Choosing an appropriate level
- Introducing customer service metrics

NOON - LUNCH

AFTERNOON

1:00pm **WORKSHOP BREAKOUT**

In groups of two, brainstorm on the level of customer service you currently deliver and the level you need to keep.

1:45pm **Building your reputation or brand for providing excellent customer service:**

- The role of employees
- Soft skills vs hard skills
- The importance of consistency
- Respect in the workplace

2:15pm **WORKSHOP BREAKOUT**

Develop the plan an individual needs to abide by to grow into a professional who has integrity and can be trusted

3:00pm **Break**

3:10pm Developing Your Customer Service Strategic Plan – Easy to adopt strategies that you can implement

3:50pm **WORKSHOP BREAKOUT**

How can your company make your promises of post purchase service more transparent to the prospective client?

4:20pm Workshop Summary

4:30pm Meeting adjourned