

# CUSTOMER SERVICE



The mastery of customer service can mean the difference between success and failure. The corporate trend of *raising* customer service is a business necessity. Customers are more willing to forgive a product failure than a service Failure by a ratio of 10 to 1. If customer retention is important, then improving customer service must be the tactic. Unfortunately, in too many companies the customer has become a low priority. When people are not treated according to their expectations, they will take their business elsewhere. What's more, they relay their had experiences to 10 or more other people. The question then becomes not whether to improve your company's service standard, but how. Excellence in customer service pays off dramatically to the bottom line in every industry.

As with all of our results-oriented processes, the facilitation is customized to meet the specific customer service issues within your organization. Based on our years of experience working in this arena, we have found that the specifics related to each company and industry will be unique. However, there are some fundamental issues that this process is built upon that will grow, improve, and enhance the satisfaction of your customers and can help your organization grow and become more profitable.

## Evaluate

Through the introduction of this Customer Service process participants will assess their personal communication styles, attitudes, human relation skills, goal setting techniques, and develop a plan of action that will aid in their individual success.

## Going Beyond

By thoroughly understanding the organization's values and philosophy regarding customer service, the participants will be able to properly identify what customers want, and how their individual interaction with every customer contributes to the creation of customer loyalty and overall success.

## Communications

Effective communication techniques are critical to customer satisfaction. Developing effective methods for handling complaints and mastering difficult situations will allow your employees to make a positive impact during that very important "moment of truth." This process will specifically deal with listening skills in order to enhance the ability to go that extra mile for your customer every time.

## Your Advantage

Continuing to focus and develop the processes necessary to enhance customer interactions will lead to better customer relationships, customer longevity, and customer loyalty. Happy customers leads to more customers which leads to a financially healthy and profitable company.

## Process Issues

- How Customers Define Service
- Your Role in Your Company's Success
- Effective Communications
- Understanding Human Behavior
- Customer Bill of Rights
- The Art of Listening
- Improving Telephone Skills
- Mastering Difficult Situations
- Excellence in Service

## Definable Results

- Customer Loyalty
- New Customer Growth
- Satisfied Customers
- Decreased Customer Complaints
- Increased Sales
- Satisfied Employees
- Improved Profitability

***“The mastery of customer service can mean the difference between success and failure.”***

**TIME-MASTERS**  
**570-868-8270**  
[www.timemastersnepa.com](http://www.timemastersnepa.com)