

Above and Beyond Customer Service

Excellence and Quality of Service

Introduction

This five-day interactive Above and Beyond Customer Service training course from Course N Carry will teach you how to transform your company from good to great. The ever-expanding online technologies, such as price comparison, peer-review, and auto-switching websites, have permanently altered the norms governing client involvement. It's possible to dissect outdated marketing theories and literature. These days, providing world-class client "experiences" is the strategic battleground. The outdated models, which prioritised factors like place, price, promotion, and product, ignore the reality that consumer behaviour and the way that products and services are acquired and used now varies significantly from what it was even fifty years ago.

Distractions are ubiquitous, attention spans are short, and social media is crucial. Providing adequate customer service has become obsolete. You need to go above and beyond. The new rules of the game are connections, participation, conversations, and top-notch experiences. The five-day training course will walk you through the most recent models, science, and ideas on how to get and remain ahead of the curve in the new 24/7/365 "always-on" competitive landscape. Its goal is to help you map out, plan, and create these.

This training session on Above and Beyond Customer Service will emphasise:

- Why is "good enough" no longer sufficient?
- Why value is a notion that is uniquely personal, and how can it be consistently delivered?
- Why are the new sales models unreasonable and emotional?
- How can your business establish and protect a market-defining space?
- How can you create unforgettable experiences that others speak about?

Objectives

Learning and applying the most recent scientific and management concepts to the company's customer connections is the goal. You'll also learn how to develop "Blue Oceans" of strategic distinction that will make your consumers like you and recommend you to others. We will go much beyond providing "good service" (which is no longer "good enough") and provide you with the skills and resources you need to establish distinctive and long-lasting market niches for your company, its goods, and services.

Participants in this Above and Beyond Customer Service training program will be capable of the following by the end:

- Recognise what value actually means.
- Genuinely comprehend the customer's thoughts; what does he desire?
- Discover how to create procedures and frameworks that consistently provide distinctive and long-lasting worth to customers.
- Develop your communication skills by adopting a consistent, captivating "voice" for various media and platforms.
- Develop your persuasiveness and your ability to produce and then seize long-lasting value.

Training Methodology

Through a combination of lectures, group discussions, hands-on activities, case studies, video clips, and breakout sessions aimed at reinforcing new skills, participants in this Beyond Customer Service training course are encouraged to share their experiences. We use the most recent research and models from the fields of behavioural economics, management, and neuroscience to provide concise, useful advice on how to develop a service that is unrivalled. The extensive course handbook was created with ease of use and practicality in mind, to help with learning and real-world application during on-the-job training.

Organizational impacts

Attending this Above and Beyond Customer Service training session will have a significant influence on the company, including:

- Thorough comprehension of clients and the reasons behind their actions
- Extensive understanding of clients' purchasing procedures and post-purchase dissonance
- Systems and procedures that are clear for classifying clients and creating customised reactions to make every connection seem special and individual
- Recognise the underlying meaning of value and learn how to generate, preserve, and exploit it.
- A thorough awareness of the methods, procedures, and resources available for interacting with clients in both the virtual and physical worlds
- Tools and procedures that are useful and effective for consistently achieving high customer satisfaction

Personal Impact

The participants in this Above and Beyond Customer Service training course will benefit in a variety of ways, including:

- Learn about the thoughts, feelings, and behaviors of people.
- Learn to "read" the customer's thinking in order to provide value that hasn't been

acknowledged before

- Recognise what influences consumer behaviour and learn how to meet it consistently.
- Discover how to create a consistent "voice" for all platforms to engage customers in conversation.
- Find out which resources to use and how to use them to be completely acceptable in any situation.
- Discover the exact actions required to produce valuable, long-lasting content for your clients, both present and future.

Who should attend?

These days, the customer experience is crucial, therefore anybody interested in customer retention and business expansion should take our Above and Beyond Customer Service training course.

A suitable variety of professionals are represented in this training course, but the following will greatly benefit:

- Managers
- Heads of Teams
- Supervisors
- Experts
- Technical Employees
- Supervisors of Teams
- Managers of Departments
- Important Account Supervisors
- Managers of Accounts
- Representatives of Field Services
- Managers of Brands
- Public Relations Experts
- Customer service representatives on the front lines (CSR)

Course Outline

Day 1

Customer experience, value, and quality: what do they want, and why?

- The payer determines what quality is.
- What is the pursuit of value, really? How can we make it?
- Inside the Customer's Mind: Lie and Truth
- Inside the Customer's Head: The Irrational Buyer
- Behavioural Economics: The Reasons Behind Almost All of Your Misconceptions About Purchasing and Selling?
- Inside the Customer's Mind: Why Does "Do Nothing" Act as a Strong Driver?

Day 2

Value Creation, Competencies, and Resources: How can value, compliance and relevance be created?

- How to Ask Forensic Questions
- Skills of Active Listening
- Survey Framework
- The Persuasion Science
- Inside the Customer's Head: Types of Personalities
- Value Communication

Day 3

Techniques for Customer Profiling: While each is significant, they are not all the same.

- Methods of Market Segmentation
- Client Profiles
- Techniques for Classifying Accounts
- Locating the "Voice" of your Client by Segment
- "Preserve them forever" - Analysis of Customer Lifetime Value (CLV)

Day 4

Value Capture: Receiving Compensation for Your Worth

- Constructing Strong Value Propositions
- Persuasive Speech Formats
- Communicating Your Ideas
- Getting Social: Strategies & Tools for Exceptional Customer Service in a Social Environment
- Managing Uncomfortable Clients
- Handling Tough Circumstances
- Constructing Quantified Brand Offerings

Day 5

Putting It All Together: Developing a Future-Proof Customer Service Plan

- Techniques for Conducting Effective Customer Research
- Formulating a Workable, Long-Term Customer Support Strategy
- Tools, Procedures, Frameworks, and Checklists to Maintain Focus
- Recap and Conclusion