
Customer Service for IT Professionals

Duration: 2 Days Course Code: GSEE100

Overview:

Fact: a service is only as good as the customer thinks it is. In these two days, you will learn the basics and techniques of adopting a customer and service-oriented approach in your IT department. This training course provides product salespeople with service desk workers. IT professionals with models with concepts, tools and skills to allow internal and external communication to run more smoothly, enabling them to achieve a higher level of customer service, customer satisfaction and customer loyalty.

Target Audience:

Anyone who provides internal or external sales or service support

Objectives:

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| ■ After the workshop, you will be able to: | ■ |
| ■ Assess your own strengths and development needs regarding your service delivery | ■ Review the Service E.D.G.E. model and the four phases of customer interaction |
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| ■ Understand your internal customer-service chain and the interdependency of the entire organization in service delivery | ■ Complete customer profiles to assess customer needs, prime motivators and current product knowledge |
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| ■ Identify key competitors and why improving the level of service is important for business strategy and success | ■ Establish rapport, identify customer requirements and the most appropriate style for engaging the customer |
| ■ | ■ |
| ■ Use the Service Impact Model to understand how varying service levels impact customer behaviour based on their service experience and memories | ■ Guide customer knowledge, handle customer questions and objections, and endorse agreements or decisions |
| ■ | ■ |
| ■ Identify the emotional impact of service and how it affects customers | ■ Improve telephone skills using ten proven tips and a strategic questioning process |
| ■ | ■ |
| ■ Identify five major customer motivators and their impact in service delivery | ■ Solve problems by getting to the root cause of the customer issue |
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| ■ Establish your organization's 'gold standard' for service delivery against each of the major customer motivators | ■ Recognize the symptoms of stress and reduce the levels of stress in the customer-service role |
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Prerequisites:

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Follow-on-Courses:

■ Sales E.D.G.E. (GSAE100)

Additional Information:

Benefits for the individual: A framework and process for handling all customer interactions Enhanced communication skills for dealing effectively with all customer expectations Clarification and balance between the task side and the people side of service delivery Reduced stress while providing exceptional customer service Increased ability to creatively problem-solve with customers
Benefits for the organization: Establishment of a 'gold standard' and branding of the customer-service experience Improved employee capability and commitment that enhances customer/employee satisfaction and loyalty Higher-quality service interactions and reduced complaint escalations Greater confidence in service providers and trust among internal/external customers Identification and highlighting of internal-process improvement opportunities

Further Information:

For More information, or to book your course, please call us on 0800/84.009

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www.globalknowledge.com/en-be/