

# CHARM

## The S Factor

Successful Organizations, those that:

- ❖ Sustain their growth
- ❖ See year-to-year profit increases
- ❖ Have consistent stock valuation

have one thing in common:

### *Loyal Customers*

Satisfying customers is the underlying purpose of every business. The achievement of customer satisfaction and beyond to customer delight, in turn, relies on a committed and motivated work force.

These conclusions recognize the **Power Of Reciprocity** - Satisfy customers' needs and they reward you with continuing

business. Effectively engage your employees and they will be committed to provide superior customer service. This cycle eventually leads to profits and increased shareholder value.

This is equally true for **Internal Customers** within an organization and not just the end customer served by the organization as a whole. To foster a strong

relationship with the end-customer means that units within the organization need to meet their internal customers' needs as well. This promotes a customer-oriented approach throughout the organization.

The imperative of customer service has never been as critical as it is today. With the proliferation of technology making product differentiation almost a mirage for the longer term, what truly begins to differentiate one company from another is the quality and consistency of customer service. This is

especially true in the new economy, where the service component is a high proportion to the total offering. **Customer Handling And Relationship Management (CHARM)** has truly become **Priority Number 1**.



## Program Objective

A workshop that will rejuvenate employees in a two pronged manner:

- By first instilling in them the Spirit of Service that translates into the Right Attitude, so critical to superior customer service
- Layering onto this necessary Knowledge and Skills that translates into an Intense Customer Focus across internal as well as external customers



## Program Content

This workshop comprises a half-day of pre-workshop consulting on-site, 2 workshop days and 1 day of optional post-program coaching. The broad areas of content coverage are delineated below:

### ➤ Taking Stock: Who Am I?

- Roles
- Responsibilities



### ➤ Customer Service

- Your Company's Values & Customer Service Commitment
- Addressing customer needs and expectations - External and Internal
- Components of successful customer care - Assessing Performance



### ➤ Your Attitude decides your Altitude!

- The Freedom to Choose
- An Inventory Of Myself



### ➤ Service Communication

- Communicating for Results
- Active Listening



### ➤ Issue Review and Resolution

- Why companies lose customers
- Dealing with difficult customers



### ➤ Alignment

- Making the Commitment
- Building a Bridge to Tomorrow



## Workshop Deliverables

To enhance the ability and capability of the organization's employees to:

### ➤ Develop the Right Attitude

- Instil in them the Spirit Of Service that energizes them at a fundamental level towards their customer interactions
- Towards serving the customer - Internal and External
- To be committed to the Organization's goals



### ➤ Increase Knowledge

- Understand, Accept and Absorb The Company's Customer Service Commitment
- Understand how to deal effectively with customer requests and complaints



### ➤ Enhance Skills

- Communication
  - Speak the language the customer will understand
  - Develop listening skills
  - Avoid misunderstandings
- Inquiry
  - Ask the right questions to determine the customers' requirements and concerns
- Customer Handling
  - Establish the right customer expectations
  - Deal with tough customer inquiries and demands
  - Improve handling of customer complaints

