

Customer Service in Action



Deliver Outstanding Customer Service and You Will Increase Profitability, Create Competitive Advantage, Develop Customer Loyalty and Retain Customers on a Long Term Basis.

'Customer Service in Action' Shows You How! Use this Powerful Programme to Show your People How to Deliver Great Customer Service

Interactive Bite Size Coaching Pack with Simulation

Description

Customer Service in Action helps participants to understand:

The Customer Service Role

- Why engaged people actively transmit enthusiasm to customers
- The impact that outstanding, average and poor customer service has on customer relationships
- The impact that customer service has on future buying behaviour.

Customer Expectations

- How to identify and manage the needs of internal customers
- How to obtain, and interpret, feedback from external customers to create competitive advantage.

Customer Loyalty

- The impact that customer loyalty has on profitability and the cost of 'lost' customers
- How to move customers from 'Not Satisfied' to 'Total Loyalty'
- How different customers react to poor service
- Why poor service today means lost profit tomorrow.

Simulation Content

In the '**Customer Service in Action**' simulation, participants take the part of Joan Gallins, a customer service person in a secure packaging company. Working in teams, or individually, the scenario unfolds and participants are challenged to make decisions on customer loyalty, defining customer service standards, managing internal customers and developing relationships with external customers.

As they progress through the simulation, participants see how their decisions impact on the business and customer relationships. Once completed, detailed feedback is provided on each decision, which is combined with a scorecard that measures performance in key areas.

What You Will Receive

The easy to use '**Customer Service in Action**' Bite Size Coaching Pack includes:

- 'Customer Service in Action' business simulation
- PowerPoint slides
- Coaching guide
- Coaching notebook
- Simulation management guide
- Electronic copy of trainer's pack on CD
- A participant notebook for each licensed participant.

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How the Programme Works

This powerful and effective **Bite Size Coaching Pack** is designed to last between **90 – 120 minutes** and to be delivered in **three stages**:

Stage	Activity	Outcomes
Coaching Time: 45-60 Minutes	The coach takes the participants through the programme. This integrates lecture and debate with practical projects and personal exercises. PowerPoint slides, detailed coaching guide and notebook are provided for the coach. Participants have a detailed notebook to use and retain.	The content drives new skills, knowledge and behaviours which are practised in the simulation. Group and individual projects challenge participants to think how they will implement this new learning in their personal roles.
Simulation Time: 30 minutes	Participants are challenged to make decisions on realistic situations they are likely to face in their personal roles. They debate each decision and reach consensus on the best option. The debate is a highly effective step in the learning process. We recommend that participants work in teams of four. However, the simulation works effectively as a one on one coaching aid.	People learn from the experience the simulation creates - reflecting on the decisions they have made and their consequences. This unique approach embeds learning, achieves high levels of retention and – most importantly- gives people the confidence to apply these skills in their personal roles.
Feedback Time: 30 minutes	Participants review the feedback provided by the simulation and then regroup with the coach. The coach will discuss each decision, comparing the decisions taken by each group – or individual – and will clarify which choices are correct and the learning that sits behind them.	Everyone leaves the programme with improved knowledge of how to successfully implement the skills learnt.

Group Size - this will vary based on how comfortable the coach is with large groups. As a minimum, we would suggest 6 and a maximum of 20 participants.

Individual Coaching – the programme works very effectively as a one-on-one event when there is a need to address a specific skill area with one individual.

Equipment You Will Need

To run this simulation event, you will need:

- A pc or laptop for each team, or individual participant, with Windows 2000, XP or Vista
- LCD projector
- Flipchart
- Printer – an option that is useful but not essential.

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Price List



Prices are for Licences Per Participant Per Annum - UK£ ex-vat

No of Participants	Per Participant per Module	2 Year Discount	3 Year Discount	Customisation Fee
Minimum Order 1 - 8 Participants	345-00 Flat Fee	7.5%	12.5%	Not Available
9-30	37-00	7.5%	12.5%	Not Available
31-50	35-00	7.5%	12.5%	7,500-00
51-100	33-00	7.5%	12.5%	4,000-00
101-250	31-00	7.5%	12.5%	2,500-00
251-500	29-00	7.5%	12.5%	FOC
501+	27-00	7.5%	12.5%	FOC

- Each licence includes one Participant Notebook per person
- Coaching Packs consisting of a Coaching Guide, Coaching Notebook, Simulation Management Guide and PowerPoint slides are provided on the basis of one pack per 25 licences purchased. Additional 'Coaching Packs' are available at a cost of £25.00 + vat each.
- Customisation – this is the process of re-writing the simulation story line into a specific industry.
- Payment terms – with order. Goods are released on receipt of payment.