

# Outstanding!

customer service



*Outstanding Customer Service  
Advanced Level Workshop Overview*

**RETAIL VIEW**  
TRAINING & CONSULTING

[www.retailview.in](http://www.retailview.in)

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## About This Program Outline

This is an example of the *Outstanding Customer Service Advanced Level* workshop. If you see things in this outline that don't directly apply to your organization, or if you don't see things you think aren't relevant, don't despair! This is just an example, and your customer service training program will be customized specifically to your team or organization.

Belding Training has designed and delivered tremendously successful programs to organizations in a broad cross-section of industry sectors, including:

- Contact Centre
- Corporate
- Financial
- Fitness
- Government and Public Sector
- Health Services
- Manufacturing
- Oil & Gas
- Professional Services
- Retail
- Telecom & Wireless
- Tourism & Hospitality

## Questions?

If you have any questions on how this program can work for your organization, please give us a call or drop us an email. We would be delighted to help!

855-310-8398  
[contact@retailview.in](mailto:contact@retailview.in)



## Level 2: Advanced

### Workshop Methodology

Our *Outstanding Customer Service* workshops are structured in a sequential progression from core concepts to specific skills application. Customer service principles and theories are introduced, with discussions and exercises to ensure all learners understand and agree. The core principles in the course are drawn from The Six Pillars of Customer Service. This is followed with learning tools and exercises to help learners transfer the concepts into specific workplace behaviours.



### Interactive and Engaging

Retail View Workshops are highly interactive, entertaining and engaging. We use a blend of learning techniques, and focus heavily on tactile learner interaction. Rather than relying on cumbersome workbooks with classroom theory (we do have workbooks – they just aren't cumbersome), the workshops include series of exercises, discussions, role-plays and other activities to ensure that each participant is engaged and gaining the most at each step.



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## Level 2: Advanced Program Outline

### Who Should Attend



This workshop is designed for individuals who have completed the *Outstanding Customer Service – Level 1 : Foundational* workshop.

### What Participants Will Learn

Participants will learn critical skills for taking control of situations and building rapport to ensure the most positive outcomes. They will learn voice control, the cause of communication failures and how to overcome them. They will explore the power of a positive attitude and the impact it has on creating outstanding customer experiences.



### Workshop Outcomes

- More effective and efficient customer interactions
- Greater long-term customer loyalty
- Greater customer comfort in complex situations
- More positive and motivated work environments

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## Level 2: Advanced Program Outline

### Program Content

#### **Listening, Learning and Communicating**

Two powerful and memorable interactive exercises that clearly demonstrate what it takes to create accurate communications. Participants learn valuable skills for clear verbal communication, and focused listening.

#### **Creating Loyalty By Managing And Meeting Expectations**

Using two unique exercises, participants will explore the importance of identifying and respecting differences in customer perspectives, and how to manage and meet their expectations.

#### **Controlling Conversations Through Questions**

Participants will learn how to establish themselves as trusted advisors through effective questioning skills. They will practice controlling conversations to uncover customer expectations and needs, and ensure the best possible results.

#### **Engaging Through Email &Live Chat**

Participants will learn the fundamentals of email etiquette, and how to write in a way that builds rapport and communicates professionalism. Through a case study and an interactive exercise, they will learn how to create memorably positive live chat moments.





## Level 2: Advanced Program Outline

### Program Content

#### The Difference Between Good And Outstanding

Participants will analyze two parallel case studies that graphically illustrate the difference that taking ownership of situations can make. Working in small groups, they will explore how to apply these concepts in their specific environments.

#### Mapping The Customer Journey

Participants will go through a unique exercise to understand their customer's journeys, and will identify the significant ways in which they can impact customer experience and loyalty.

#### Building Lasting Rapport

Participants will learn how to combine the skills learned in this workshop to create strong, long-lasting rapport. They will be introduced to the Dale Carnegie principle of "You can make more friends in two weeks being interested in other people, than in two years trying to get other people interested in you."



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## About Retail View

Retail View has been helping companies stand out with customer experience for 11 years. It has provides consulting, training and measurement in customer service, workplace performance and leadership.

**Retail View** designs, develops and delivers customer service training, leadership training and workplace performance. We have earned accolades globally, and has won international awards for the innovation, effectiveness and results of our programs.

**RetailTrack** conducts mystery shopping and customer and employee satisfaction surveys throughout North America. RetailTrack's unique approach provides critical insights that help companies identify opportunities for Standing Out in Customer Experience.

To learn more about RETAIL VIEW and the services we offer, contact us at:

855-310-8398

701-977-0270

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