

# Outstanding!

customer service



***Outstanding Customer Service***  
Foundational Level Workshop Overview

**RETAIL VIEW**

TRAINING & CONSULTING

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



## About This Program Outline

This is an example of the *Outstanding Customer Service* Foundational 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.

Retail View 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  
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## Level 1: Foundational

### Workshop Methodology

The *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

Our 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.





## Level 1: Foundational Program Outline

### Who Should Attend

The *Outstanding Customer Service – Level 1: Foundational* workshop is designed for individuals who have direct with customers, and those who lead customer-facing teams. Because Retail View will customize the content of the program specifically for your organization, this workshop is suitable for any industry. Examples of roles the Foundational workshop is ideal for include:

- Customer service representatives
- Retail sales associates
- AR/AP professionals
- Legal, Accounting, Engineering and other professional occupations
- Technical support and help desk agents



### What They Will Learn

Participants will learn the true research-based core of customer service. They will learn the root skills that absolutely must be in place to create outstanding experiences. They will have the opportunity to practice these skills, and assess their own attitudes that add or detract from their ability to create consistent, positive and memorable experiences.

### Workshop Outcomes

- More consistent positive customer interactions
- Increased confidence when interacting with customers
- Greater employee ownership over the customer experience
- Increased customer referrals and positive word of mouth





## Level 1: Foundational Program Outline

### Program Content

#### **The Core Of Customer Service**

In small and large groups, participants explore and discuss the foundation of customer service.

#### **The Science of WOW**

Participants are introduced to the ground-breaking research that uncovers exactly what WOW customer experiences are, and what they can do to achieve them.

#### **Customer Service Quotient Assessment**

Participants will explore their own attitude baseline on the three core criteria of Customer Focus, Relationship Building and Integrity.

#### **How To Create An Outstanding First Impression**

Three fun exercises that illustrate what it takes to make a positive first impression every time – and the traps we all fall into that send negative messages.





## Level 1: Foundational Program Outline

### Program Content

#### **The Impact Of Body Language And Voice**

The old saying, "It's not what you say, but how you say it" is true. Participants will learn how to send consistently positive messages through their body language and tone of voice.

#### **The Language Of Outstanding Customer Service**

Well, it actually IS what you say. An amazing exercise and simulation that clearly demonstrates how subtle changes in our language skills can dramatically improve the outcome of a customer service interaction.

#### **The Little Things That Make A Big Impact**

Customer service is about a lot of little things working together to send the message to customers that you care about them, and that they are important to you. Participants will learn the ones that will make the biggest difference in your organization.





## 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.

**Retail View** conducts mystery shopping and customer and employee satisfaction surveys throughout Asia. Our 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:

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