Introduction

In today’s world, customers have more options than ever before for where to get services and goods. The internet has transformed the marketplace, allowing customers to research, purchase, and review products and services from the comfort of their homes or offices. As a result, customer expectations have risen significantly. They now demand consistent, professional, and effective service from their suppliers.

This advanced customer service management program dives into how to build lasting rapport and mutual respect with customers while uncovering their needs, meeting them, and maintaining customer loyalty. By completing this course, participants may become eligible for customer service manager certification or client management certification, recognizing their enhanced skills in advanced customer service and their commitment to excellence.

This training program is designed to empower service managers with the latest tools and techniques, fostering a culture of excellence that exceeds customer expectations and demonstrates the crucial role of advanced customer service management in today’s competitive business landscape.

Course Enhancements: Advanced Customer Service Techniques

Customer support management is continually evolving with the introduction of new technologies and communication channels. Our course covers advanced customer service techniques, ensuring that service managers acquire cutting-edge skills to stay ahead in the marketplace.

Whether you’re seeking a customer service management course, service manager training, or customer support manager certification, this curriculum addresses all facets of customer service and management. It integrates the latest trends in customer service communication training, offering a comprehensive approach to customer management.

Targeted Groups

- Executives, managers, and decision-makers seeking to elevate customer satisfaction.
- Customer service managers and supervisors looking for advanced customer service tools.
- Customer service professionals aiming to enhance their skills for higher productivity.

Course Objectives

By the end of this advanced customer service management course, participants will be able to:

- Build lasting and meaningful relationships with customers.
- Use powerful behavioral tools to gain a competitive edge in the marketplace.
- Gain a deeper understanding of customer needs and how to meet them.
- Explore the basics of Neuro-Linguistic Programming (NLP) and emotional

intelligence to improve customer service management.
- Influence with integrity and communicate clearly.
- Create and adapt communication models for organizational-customer interaction.
- Tailor services to meet individual customer needs.
- Build long-term relationships between the organization and its customers.

Targeted Competencies

By the end of the course, participants will be proficient in:

- Customer orientation
- Conceptual thinking
- Balanced decision-making
- Quality orientation
- Understanding of customer motivation
- Persuasion skills

Course Content

Unit 1: The World of Customer Service Excellence

- What does customer service mean?
- Identifying excellence in front-line customer service.
- Understanding the products and services you offer.
- The role of NLP and emotional intelligence in customer service.
- What do your customers say about you and your organization?
- What do you want your customers to say?
- Dispel myths and legends about customer service.

Unit 2: Gaining a Greater Understanding of Your Company

- Transitioning from judgments to behavioral flexibility.
- Identifying behavioral traits and learning how to spot them.
- Modifying your behavior to match others.
- Building lasting rapport with colleagues and clients.
- Sharpening your awareness of the signals others send.
- Developing trust and commitment through connection.
- Understanding body language clues that show thoughts and emotions.
- Recognizing non-verbal cues that indicate truthfulness.

Unit 3: Communication Masterclass

- What is crystal-clear communication?
- Achieving communication excellence through powerful listening and questioning techniques.
- Understanding thinking patterns and filters in communication.
- Using metaphors and models for clarity.
- Employing perceptual positions to understand customers’ perspectives.
- Leveraging logical levels of change in communication.
- Creating climates of trust through communication.
- Building well-formed outcomes for clear communication.

- Engaging in communication skills exercises.

Unit 4: Influencing with Integrity

- The importance of value sets in modern business.
- Influencing high-level influencers and decision-makers.
- The importance of matching others' language patterns.
- Understanding mirroring and pacing.
- Differentiating between internal and external references.
- Using coaching as a tool for self-improvement and team growth.
- Participating in influence exercises.

Unit 5: Conflict and Challenge

- Defining assertiveness and how to use it effectively.
- Dealing assertively with difficult and demanding customers.
- Maintaining high standards of customer service.
- Reviewing and adjusting your services based on customer feedback.
- Embracing change for mutual benefit.
- Developing personal plans for managing customer interactions effectively.

This advanced customer service management course will provide the skills and insights needed to navigate the complexities of modern customer service, empowering you to lead teams with confidence and build lasting customer relationships.