

Common Sense Customer Service!

Your customers have more choices today than at any other time in history. “Big Box” stores and chain outlets are cropping up in every community. They have real estate divisions that are choosing prime locations and they have training programs that each and every employee must go through before being allowed to have one-on-one contact with the customer. Some of these businesses can even legitimately claim to offer lower prices. In other words, they are positioning themselves to “eat your lunch”.

Your best option for successfully competing is with “knock your socks off” customer service. Every business owner surely understands that they live and die by their customer focus. However, most of us get so caught up in the daily grind of running the business that we simply don’t take the time to train employees the way we should in the nuances of “common sense” customer service.

Providing exceptional customer service requires changes in habits and behavior on the part of owners, executives, managers, and frontline employees alike. In this dynamic workshop, Chuck Ewart walks participants through an understanding and appreciation of total customer focus. The group also participates in exercises that will hone exceptional customer service awareness and skills. (60 – 90 minutes)

Areas covered include:

- Understanding Why Total Customer Delight is Crucial
- Customer Service Heroes
- Customer Service Self-Assessment
- Utilizing Technology
- Group Exercises
- Dealing with Challenging Customers
- The Personal Touch