

GUIDING CUSTOMER CONVERSATIONS

OVERVIEW

In any given day, a service provider must be prepared to handle a wide range of customer interactions: simple and complex, clear and confusing, informational and emotional. It's the provider's job to make sure that each transaction reaches a purposeful and satisfactory conclusion and that the customer feels well treated and cared for every step of the way.

This module provides a universal approach service providers can use to manage any customer interaction with confidence. It is based on the four expectations customers bring to every interaction: to be greeted in a positive and professional manner, to have the chance to explain themselves fully, to have their request understood and responded to satisfactorily, and to know what will happen next.

Within this framework, participants learn how to gain the customer's confidence and cooperation from the outset, how to use questions to uncover and confirm customer needs, how to gently refocus conversations that are going off track, how to present information positively, and how to conclude the conversation on a productive and upbeat note.

LEARNING OBJECTIVES

Participants will be able to:

- Describe four common parts of a service conversation.
- Show how to gain customer confidence and cooperation from the start.
- Use questions to learn what customers need.
- Gently refocus discussions when they get off track.
- Present information to customers with a focus on the positive.
- Tie up loose ends and leave customers feeling good about the organization.
- Show how to guide a customer conversation from beginning to end.

CONTENT SAMPLE

Service Conversation:

- Open
- Learn
- Respond
- Close

Obtaining and Conveying Information

Gently Refocusing Conversation

Presenting Technical Information

Presenting Unwelcome News

AUDIENCE

All employees, from the front line to the executive level.

TYPICAL TIME INVESTMENT

4 Hours