

SENSATIONAL SERVICE

OBJECTIVE

Sensational Service will be the number one competitive battleground as we forge into the 21st Century. Daring to be different and absolutely delighting the customer is going to be vital to our sales success. This module looks at going beyond Customer Satisfaction by delighting them with Sensational Service!

TARGET CUSTOMER

This programme is designed for all staff and managers who deal with customers or impact service levels.

LEARNING OUTCOMES

- Participants will understand what customers really want and strategies to exceed these expectations.
- Will understand the critical need for Jetset to Delight the customer with Sensational Service, not just provide customer satisfaction.
- Will identify the critical Moments of Truth that impact Customer perceptions, and strategies for exceeding each of these M.O.T.'s.
- How to add service and value for the customer and by so doing create a competitive edge in the customers' mind.
- Participants will identify strategies for dealing with difficult Customers, including such issues as how to win them over, not getting stressed by them, and not letting one difficult customer experience contaminate the next customer interaction.

WORKSHOP OUTLINE

- Service ... why it's not everything - it's the only thing!
- The difference to your business between satisfying and delighting customers
- Adding service and value - the augmented product
- Task vs Relationship - the fundamental service difference
- Moments of Truth - Designing Service Standards that deliver Sensational Service
- Advanced skills in dealing with difficult Customers

DURATION

Three (3) hours