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Customer Service Training by PramilaMathew

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The importance of customer service certainly cannot be underestimated, particularly in modern times. Gone are the days that customers were merely satisfied paying for a good product; the modern consumer is interested in the whole package the company provide â€“ a large ingredient of which is good levels of customer service. Building a strong brand image is crucial to a company in order to encourage repeat custom and encourage customers to share their experience with their friends, relatives and peers.Word-of-mouth is surely the most trusted source of information when a consumer makes their decision about the company that is right for them as it is information that has usually come directly from someone they know and trust who has had first-hand experience with the company. The main factor that will put off a potential new customer from spending their hard earned money with an untried company is the fear that they will provide a poor service and will let them down. Some consumers may be willing to take the gamble but most will choose not to without some form of assurances and in todayâ€™s age this will often come in the form of a review website. They may not know the person providing the review but they can rest assured that for the most part they will be impartial and a company with a strong level of positive customer feedback can convince the modern day shopper to put his faith in the company.

Customer service is the provision of care to customers from pre-service to after sales service. It may be face-to-face, over the telephone, written or via new technology using e-mail and the Internet. Companies use customer care to create an overall impression of an organization that puts the needs of the customer first, to ensure quality and increase sales over competitors. Increasingly, businesses have customer services departments or customer services desks whose job is to ensure the efficient process of delivering customer care, including provision for those customers with special needs. Good customer service skills are critical in any organization because a company cannot succeed in the market by just having an excellent product. You have to combine product with service to beat the market, and to meet customer expectations. Our program on Customer Service Traininggenerates long term behavioral changes that are the clearly reflected in the bottom line.

The Customer Service Training will focus on the following skills :

1. An understanding of why customer service is important

2.Communicating effectively with customers

- Using the telephone

- In writing

- Online

3.Effective listening

4.Dealing with angry customers

5.Handling complaints

6.Identify ways to continuously improve customer service

7.Caring for customers; empathizing and helping

8.Understanding of the company systems and process

9.Working with team members

10.Problem solving

11.Questioning techniques

12.Product knowledge

13.Presentation skills

14.Handling stress

15.Assertiveness techniques

16.Self-motivation

17.Soft Skills

18.Patience

19.Openness

20.Kindness

21.Helpfulness

22.Relationships building

23.Pleasant voice

A skilled workforce is a major asset for any business and should be a key area of investment for future performance.

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PramilaMathew - About Author:
Pramila Mathew specializes in a Customer Service Training and Leadership Development. With over 25 years of experience in the global workspace,she is one of the few Training Consultants with a background inbusiness and psychology. She heads MMM Training Solutions, a softskills training consultancy that focuses on training and development and business coaching as the catalyst of enhancing performance management.

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