

# Deliberately Making Customer Service Part of Your Business Culture

*How to dramatically improve the return on investment in the people of your organisation*

Being deliberate means doing something 'consciously', 'intentionally', 'carefully', and in an 'unhurried' way. As the customer service culture of an organisation is a direct reflection of the actions of the leaders, you must be deliberate about your involvement in customer service and ensure all members of the team embrace this powerful message.

## Benefits

Participants will gain proven and practical insights to:

- establish a clear direction to improve the customer service approach in your organisation;
- ensure internal processes are aligned to the new customer service expectations;
- develop resources to implement cultural change focused on looking after customers;
- inform and inspire teams to understand and believe in the customer service approach; and
- continuously keep the culture on track and relevant to customers' needs.

## Outcomes

Participants will leave this workshop with a clear action plan that includes:

- an inspirational common purpose statement and reason for delivering customer service;
- a recruitment program focused on selecting people with customer service at their core;
- a customer service training program delivered with conviction and stamina;
- methods to promote contagious customer service improvements by celebrating successful behaviours; and
- impactful ways to elevate and communicate the importance of customer service to staff.

## Approach

This workshop is designed for business leaders, human resource professionals and frontline teams.

It is completely personalised to each audience and organisation so that messages are relevant and can be applied to individual roles or situations. Before the event, we determine the most appropriate approach and will tailor the content to suit the organisation's desired outcomes.



## About the Facilitator

Chris Smoje has a passion for customer service and is dedicated to creating positive change and transforming service culture, interactions, processes and experiences with leaders and their frontline teams. Through over a decade of customer service training and leadership experience from large international organisations to small, locally owned businesses, Chris understands the realities facing leaders and their employees. He has travelled globally and studied with organisations that are leaders in customer service and has developed a sought-after approach that has led to achieving maximum impact solutions with organisations and their people. Chris uses his energetic presentation ability to motivate teams and individuals and help them realign their focus and experience progressive successes in customer service.



# Developing Human Connections through Customer Service Interactions

*How to drive repeat business and visitation by building relationships with your customers*

Finding ways to send clear and powerful service messages in a changing world is through human interactions, not human transactions. A single moment will make a huge difference to your customers; therefore, leaders must never lose sight of the importance of human interactions as a way to make customers feel that they belong and matter to the organisation.

## Benefits

Participants will gain proven and practical insights to:

- lead the organisation internally to reflect positively to customers externally;
- establish a clear way of interacting with customers across the organisation;
- develop ways to demonstrate credibility in customer interactions;
- develop resources and allocate time for challenging customer environments; and
- keep in touch with changing technologies that deliver customer service.

## Outcomes

Participants will leave this workshop with a clear action plan that includes:

- ways to lead by example through interactions with organisational team members;
- an atmosphere conducive to customer service across the organisation;
- standards for signature customer service interactions;
- positive tactics to demonstrate flexibility with customer interactions; and
- ways to embrace and use technology as an integral way to interact with customers.

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# Leaving Positive Memories with your Customers

*How to get customers recommending your organisation through positive word of mouth*

Customer service is not only about connecting with customers based on reason or logic. By taking it to the emotional level, a stronger relationship develops. When this next level connection takes place, customers will take away something that they will remember forever — a memory. This is often unexpected and requires some discretionary effort, but works like magic.

## 👍 Benefits

Participants will gain proven and practical insights to:

- identify successful ways to lead their industry with customer service;
- establish specific connections between service initiatives and customers in the organisation;
- monitor the effectiveness of service delivery to individual customers;
- demonstrate a strong and proven commitment to creating positive customer memories; and
- provide staff members with the resources required to create positive customer memories.

## 🎯 Outcomes

Participants will leave this workshop with a clear action plan that includes:

- ways to differentiate their industry based on customer service;
- service processes for each emotional stage that customers experience;
- ways to recognise customers as individuals;
- an awareness to recognise opportunities that exist to create positive customer memories; and
- strategies that empower staff members to take positive action in creating memories.

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# Designing Total Brand Experiences at Every Point of Customer Contact

*How to be recognised as an organisation known for your customer service*

Customer service extends beyond human interactions to create a complete customer experience of, and with your brand. Creating an exceptional experience at each point of customer contact that is consistent with what the organisation stands for is not achieved by doing different things, rather by doing the same things differently.

## Benefits

Participants will gain proven and practical insights to:

- demonstrate a believable commitment to customer service within the organisation;
- understand the true amounts of time required to deliver exceptional customer service;
- recognise the role of the physical and virtual environment in delivering customer service;
- develop a clear and unique point of difference throughout the organisational brand; and
- align customer service delivery to external messaging advertised to customers.

## Outcomes

Participants will leave this workshop with a clear action plan that includes:

- a systematic approach to the way service is delivered to customers;
- the most efficient way to serve customers specific to the organisation;
- a strategy to monitor and refine the physical and virtual environment impacting customers;
- a creative and relevant theme to connect throughout the organisation; and
- logical sequences to understand the way to deliver service consistent with the brand.

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