



Customer Treatment Skills

How Your Organization Will Benefit

When you implement Customer Treatment Skills, your organization will benefit from:

- A skilled team that is able to provide a consistent and exceptional customer experience, which exceeds customer expectations
- Effective and streamlined communication with customers as well as internal colleagues
- Engaged and empowered team members ready to work collaboratively with customers to guide interactions toward a positive conclusion, regardless of past challenges
- Concepts and skills immediately applicable within day-to-day realities
- Stronger customer relationships as a result of learned strategies to demonstrate empathy and manage difficult conversations or deliver difficult news
- A proven approach for inviting the customer's perspective to achieve a common understanding of the issue so that a resolution can be reached efficiently and collaboratively

Program Highlights

During this highly interactive workshop, participants will learn to:

- Manage their conversations more effectively through proven planning tactics and strategies to “take ownership”
- Demonstrate empathy as they address customers' concerns so that customers feel that their concerns are being taken seriously by someone committed to finding the best possible solutions to their situation
- Leverage emotional intelligence skills to better connect with customers on a deeper, more human level
- Gain a thorough understanding of the customer's situation, needs, and goals by leveraging proven content
- Inform and educate the customer in a way that ensures understanding, avoids misperceptions and misunderstandings, and moves the conversation toward a positive conclusion
- Deliver difficult news while maintaining rapport and demonstrating care for our valued customers

How Learning Takes Place

Customer Treatment Skills provides a comprehensive approach for improving customer relationships. The program ensures that participants develop a foundation for mastering the skills and concepts presented by using a variety of interactive training methods consistent with proven adult learning methodologies:

- Pre-work assignment to set the stage for a successful learning experience
- Targeted readings and written exercises to acquire key concepts and skills
- Small and large group exercises to practice and implement new concepts and skills
- Large and small group discussions to share experiences and ideas that will help strengthen understanding and develop consistent best practices
- Applications exercises to apply the skills learned in the workshop to realistic scenarios for immediate application to challenging customer situations
- Video and audio examples that illustrate ideal skill use in realistic customer situations
- Practice exercises, including case studies and role plays, which allows participants to practice and evaluate their skill use in every day challenging, but typical, customer interactions