



## **Customer Service With Flare**

*“Dynamic customer satisfaction is the result of a plan. It doesn’t just happen. The area we fall so short in is the planning, not the doing.”*

*-Bill Bonnstetter, Dynamic Customer Satisfaction*

### **Discussion/interactive points:**

- **THE CUSTOMER SERVICE CHALLENGE**
  - Main challenges in providing outstanding customer care?
  - Assessment of organization: from a customer service perspective and identification of areas for improvement
- **DEFINING A ‘CUSTOMER SERVICE STRATEGY’**
  - Who are your customers?
  - Why is customer service important?
  - What do you expect as a customer?
  - Outstanding customer equation:
  - Best/worst service received
- **CUSTOMER SATISFACTION FACTS**
  - EXCEPTIONAL ‘CUSTOMER SERVICE’ EXPECTATIONS
  - Why customers leave
- **THREE FACETS OF OUTSTANDING INTERNAL AND EXTERNAL CUSTOMER SATISFACTION**
  - Internal and external customers
    - Creating a positive environment
    - Customer mission
    - Service culture – Standards of excellence
- **ENHANCING THE ‘CYCLE OF SERVICE’**
- **CUSTOMER FRIENDLY SYSTEMS**
  - Effective and efficient systems that send a “we care” message to your customers?
- **SIX STEPS FOR SOLVING CUSTOMER PROBLEMS**
- **PROCESS FOR HANDLING CUSTOMER COMPLAINTS**
  - WHAT IS IT?
- **PRODUCTS AND SERVICES**
- **BEST PRACTISES**