

Front-Line Customer Service Segment Topics

Section I

- What do (internal & external) customers want?
- Customer Service Mindsets & Key Concepts
- Setting & handling up-front customer expectations
- Setting the stage and planting the seeds for referral and repeat business
- Setting our goals

Section II

- Achievement of goals
- Attitude and empathy
- Teamwork
- Setting team goals and incentives
- Cross-training, backup and assistants
- Helping team members and assistants set priorities

Section III

- Customer Incentives
- Creating the “WOW!”
- Letters/notes after the sale is completed
- Automated customer contact vehicles
- Ideas for internal customer incentives and rewards

Section IV

- Communications
- Active listening skills
- Differing communication styles
- Etiquette – telephone, face-to-face, e-mail
- Nuances of customer communications
- Dealing with difficult people
- Stress management do's and don'ts
- Service recovery guidelines and policies

Section V

- Tying personal work goals to team and corporate goals/vision/mission
- Setting & monitoring future weekly/monthly goals
- Keeping each other accountable and motivated – accountability partners