

Customer Relationships: Developing Positive Strategies with Internal and External Customers

Course Samples: All courses can be customized to Clients' needs and goals

This program includes 4 instructor-led modules of 3 ½-4 hours each

Learning Goal

Provide employees with the tools and strategies to strengthen current relationships and work effectively and productively with internal and external customers. Participants will learn about their personal behavioral, communication, and listening styles. They will practice and apply skills and strategies to interact with different people in different customer service situations to achieve effective communications and positive, respectful, and productive interpersonal relationships and productive work results.

Participants in this learning curriculum will learn strategies to identify the behavioral styles of their customers and apply strategies to build strong interpersonal relationships, gain understanding of others and their needs through effective and participative listening. In addition, they will learn how to provide clear information and instructions, prevent communication conflicts and misunderstandings, develop and apply strategies to offer options or say no when appropriate, and promote and apply strategies that encourage a respectful work environment.

Workshop Objectives - The objectives for each module are outlined below:

Module 1: Exploring Your Style and Adapting to Your Customer's Styles

- *At the end of this module participants will be able to:*
- Describe and understand the four main behavioral types of DiSC®.
- Appreciate the diversity of each style.
- Explain the advantage of recognizing the communication and behavioral styles of others to develop strong interpersonal relationships to work effectively with internal and external customers.
- Describe and demonstrate behaviors they will flex to communicate with people who have different communication styles, meet customers' and their needs and goals, accomplish their work, and develop and maintain positive relationships.

Module 2: STAR Service: Creating Positive Customer Experiences for Internal and External Customers

At the end of this module participants will be able to:

- Effectively integrate the expectations of internal and external customers, the organization, and themselves into their performance as a Team Member.

- Successfully apply each of the essential communication skills into their role as a service professional and team member: Listening, Questioning, Paraphrasing, and Explaining.
- Integrate and apply Everything DiSC® Workplace behavioral style strategies to meet customers' needs and styles.
- Consistently employ the STAR Service Process™ with empathy to regularly achieve Positive Memorable Experiences for all of their customers—internal and external.
- Build on their action plan to apply the skills and strategies in the STAR Service Process™

Module 3: Improving Your Listening Skills

At the end of this module participants will be able to:

- Recognize the importance of developing good listening skills by reflecting on their past listening experiences.
- Discover five different listening approaches used in communication and the specific characteristics of each approach.
- Explore their strengths and challenges as listeners.
- Identify effective listening approaches and behaviors, and practice modifying their listening approaches to meet the needs of their internal and external customers.
- Build on their action plan to apply the skills and strategies to improve their listening and communication approaches.

Module 4: Developing Strategies to Work Effectively with Difficult and Demanding Customers

At the end of this module participants will be able to:

- Recognize that we each have different and unique filters for interpreting behavior.
- Appreciate all of the different ways their own behavior can be interpreted and lead to difficult situations.
- Receive specific but safe feedback from others about their behavior and use the feedback to improve customer service interactions.
- Understand the diverse needs and preferences of each DiSC® Style.
- Recognize inappropriate or unproductive communication that leads to unproductive results or conflict and explore and practice ways to be more effective with each style.
- Build on their action plan to apply the skills and strategies to work effectively and resolve conflicts when dealing with difficult or demanding people or situations.

Customer Service – Partnering with Our Customers

(This program includes 4 modules instructor-led modules of 3 ½-4 hours each)

Learning Goal

The goal of this customer service program is to raise the bar and encourage a culture that is committed to customers, team members and the organization. Developing a focus that is held by all employees that “our organization is the best of the best and every employee is willing and able to do what it takes to respond and care for all customers and each other”.

This program is designed to provide employees with the tools and strategies they need to build an integrated internal and external customer service culture. The program will be integrated around the theme *PARTNER with Your Customer*. This acronym will be integrated and discussed during each learning module. The program will consist of a series of modules that provide employees with job-specific examples, activities and exercises, behavioral change practices, and action planning. Each module will be delivered to employees that are from the same department or have similar roles and responsibilities within the organization.

Each module will begin with a review of the action plan that the employee committed to during the previous module. Employees will be asked to work with their supervising manager to ensure the action plan goal is practiced or implemented between modules.

Workshop Objectives - The objectives for each module are outlined below:

Module 1: Understanding Self

- *At the end of this module participants will be able to:*
- Define “Who is my customer” – internally and externally.
- Review the “Moments of Truth” of the customers they service and develop a “Moments of Truth” map for a customer they interact with.
- Introduce the theme of the program PARTNER with Customers.
- Understand the Everything DiSC® Workplace Behavioral Style model, the differences of behavior styles of people, and how it impacts our relationships and interactions.
- Identify and describe their personal values and perceptions about behavioral styles, diversity, customers and their roles and responsibilities in the workplace.
- Recognize their biases that impact the delivery of positive internal and external customer service.
- Develop an action plan to practice specific skills before the next module. Participants will share the plan with their managing supervisor and record their actions for review in the next module.

Module 2: Understanding Others

- *At the end of this module participants will be able to:*
- Review and discuss action plans from previous module.
- Identify the root of ineffective interactions and communication with internal and external customers.
- Explore how the differences of people can impact communication and keys to recognizing how to respond more effectively.
- Practice tailoring communication to adapt to different behavioral communication styles.
- Understand the M.E.E.T. ® model and how it can be used to work through differences for positive and effective outcomes (**M**ake time to discuss, **E**xplore differences, **E**ncourage respect, **T**ake personal responsibility).
- Develop an action plan to practice specific skills before the next module. Participants will share with their managing supervisor and record their actions for review in the next module.

Module 3: Team Work Focused on Servicing the Customer

- *At the end of this module participants will be able to:*
- Review and discuss action plans from the previous module.
- Define the team and teamwork – what are the advantages or challenges.
- Practice tailoring communication to adapt to different behavioral communication styles.
- Understand the M.E.E.T. ® model and how it can be used to work through differences for positive and effective outcomes (**M**ake time to discuss, **E**xplore differences, **E**ncourage respect, **T**ake personal responsibility).
- Develop an action plan to practice specific skills before the next module. Participants will share with their managing supervisor and record their actions for review in the next module.

Module 4: Dealing with Difficult and Challenging Personalities

- *At the end of this module participants will be able to:*
- Recognize inappropriate or unproductive communication that leads to unproductive results or conflict and explore and practice ways to be more effective with each style and customer
- Identify and learn key skills to calm an upset customer so good customer service and problem solving can occur.
- Demonstrate creative and proactive approaches to solving problems when meeting customer needs.
- Develop an action plan to practice specific skills to practice and implement on the job. Participants will share with their managing supervisor and record their actions for review in the next module.

Providing Positive Customer Service (Two-hour workshop)

Learning Goal

The goal of this workshop is to provide the participants with the skills, tools, and strategies that will enable them to provide customers with a positive experience that builds relationships and teamwork, and develops loyalty.

This workshop provides a common language that will help each of them to work together to support each other in an effort to continuously improve experiences for internal and external customers

Workshop Objectives - The objectives for each module are outlined below:

- Identify who are their customers and the services they provide to each customer.
- Identify moments of truth throughout internal and external customer service experiences and apply skills and strategies to increase customer satisfaction and develop loyalty.
- Apply effective communication skills and the Positive Customer Experience Guidelines to create positive moments of truth for every customer
- Assess and evaluate their personal customer service attitudes and behaviors, and develop an action plan using tools and strategies to provide a positive customer experience for their internal and external customers.
- Develop a personal action plan to improve one or two areas of their personal customer service delivery.