



# Customer-Centered Service Online Seminar



## Curriculum Overview

- completely customizable to Client needs

### Timing

2 x 75mins webinars on the same or different days

### Core Objectives

- For participants to see how their own perceptions and behaviors have a profound impact on the level of (internal and external) customer service they choose to provide.
- For participants to understand why some customers don't return and then identify and practice specific perceptions and behaviors to sustain remarkable, (internal and external) customer service.
- For participants to identify the root cause of customer issues and to be able to easily categorize them into one of four areas for resolution.
- For participants to apply proven strategies to deal with; demanding and domineering customers; indecisive customers; dissatisfied customers; rude and inconsiderate customers and talkative customers.
- For participants to discuss the concept of a personal brand and identify their own attributes; which, when applied consistently, authentically and positively prove to be an asset to the organizational brand in its commitment to serve its customers superbly well.

### Webinar 1 of 2 Outline\*

Module	Title	Time
Module 1	Introductions, Objectives and Learning Agreement	5 minutes
Module 2	Perception + Behavior = Results	10 minutes
Module 3	Customer-Centered Perceptions and Behaviors	30 minutes
Module 4	Resolving the Root Issue	30 minutes

### Webinar 2 of 2 Outline\*

Module	Title	Time
Module 5	Serving Difficult Customers	45 minutes
Module 6	Personalizing the Organizational Brand for Service	20 minutes
Module 7	Summary, Additional Resources and Evaluations	10 minutes

\*If the webinars are being held on the same day, a 10mins break is recommended after the first 75mins webinar



## Webinar 1: Module Summaries

### Module 1 - Introductions, Objectives and Ground Rules (5 minutes)

Objective: Participants feel welcome to the seminar with all potential distractions removed (wondering about subjects, cell phone usage and breaks etc). Participants sense a safe learning environment that is collegial, interactive and purposeful. This section will include a brief overview of the seminar objectives.

Lesson 1	Introductions	3 minutes
Lesson 2	Objectives	1 minute
Lesson 3	Learning Agreement	1 minute

### Module 2 - Perception + Behaviors = Results (10 minutes)

Objective: For participants to see how their own perceptions and behaviors have a profound impact on the level of (internal and external) customer service they choose to provide.

Lesson 1	The 'Perceptions + Behaviors = Results' (PBR) Model	5 minutes
Lesson 2	Discussion of the PBR Model	5 minutes

### Module 3 - Customer-Centered Perceptions and Behaviors (30 minutes)

Objective: For participants to understand why some customers don't return and then identify and practice specific perceptions and behaviors to sustain remarkable, (internal and external) customer service.

Lesson 1	Why Some Customers Don't Return	5 minutes
Lesson 2	Olympic Level Service (Satisfy + Exceed + Anticipate)	10 minutes
Lesson 3	Language that Serves	15 minutes

### Module 4 - Resolving the Root Issue (30 minutes)

Objective: For participants to identify the root cause of customer issues and to be able to easily categorize them into one of four areas for resolution.

Lesson 1	The 'Fault / Severity' 4-Box	5 minutes
Lesson 2	Real-World Application (recent and current issues)	20 minutes
Lesson 3	Personal Application	5 minutes



## Webinar 2: Module Summaries

### Module 5 - Serving Difficult Customers (45 minutes)

Objective: For participants to apply proven strategies to deal with; demanding and domineering customers; indecisive customers; dissatisfied customers; rude and inconsiderate customers and talkative customers.

Lesson 1	Seek First to Understand, Then to be Understood	2 minutes
Lesson 2	The Difficult Customer Quiz	10 minutes
Lesson 3	Serving: demanding and domineering customers Serving: indecisive customers Serving dissatisfied customers Serving rude and inconsiderate customers Serving talkative customers	Initial 5mins then 5 debriefs of 5mins each = 30 minutes
Lesson 4	Conclusion	3 minutes

### Module 6 - Personalizing the Organizational Brand for Service (20 minutes)

Objective: For participants to discuss the concept of a personal brand and identify their own attributes; which, when applied consistently, authentically and positively prove to be an asset to the organizational brand in its commitment to serve its customers superbly well.

Lesson 1	What is a Personal Brand?	5 minutes
Lesson 2	What are your Personal Brand Attributes?	12 minutes
Lesson 3	What are the Organizational Brand Values?	3 minutes

### Module 7 - Summary, Additional Resources and Evaluations (10 minutes)

Objective: The learning is summarized and additional resources are recommended to the participants, who share key learnings and evaluate the practical benefits of the webinars.

Lesson 1	Summary and Additional Resources	5 minutes
Lesson 2	Evaluations	5 minutes

