

Managing Customer Expectations

NSL-S0003

1 Day



Description

This one-day course covers working with unhappy customers and exceeding customers' expectations.

Prerequisites

- None

Objectives

Upon successful completion of this course, students will be able to:

- ✓ work with unhappy customers.
- ✓ exceed customers' expectations.

Outline

Working with Unhappy Customers

Resolving Complaints

Please Complain to Me!

Do Not Say You Are Sorry

Empathizing for Profit

The Fix Is In

Encouraging Feedback

Using Your Skills

Converting Complainers to Loyal Customers

You Want Complainers as Customers

Making It Happen

Handling Angry and Difficult Customers

Understanding Behavior and Your Role

Winners and Losers

The Key to Resolving Conflicts

Maintaining Your Composure

Calming Customers

Building Trust with Customers

Exceeding Customers' Expectations

Determining What Your Customer Wants

Why You Need to Know What Your Customers Want

What Do Your Customers Want?

Maintaining Flexibility

Flexibility Is Custom Services and Products

Integrating Flexibility

Flexible from the Beginning

Be as Flexible as the Customer

Overdelivering in the Wrong Area

Developing Partnerships

Owning Problems

Partnering Means Asking

What Else Can This Thing Do?

Partnering with an Interest

Encouraging Customer Feedback

The New Coke Lesson

Opportunities for Feedback

What Happened to All the Customers?