

Customer Satisfaction Training

Overview

Today, more and more companies in former communist countries provide services and products to Western Europe, like outsourcing, shared services centers or exporters of goods. A major gap which they have to bridge is to meet Western standards of customer satisfaction

The Customer Satisfaction Training has helped several hundred East European employees at the basis and in lower management positions to face this challenge. Participants learn to consider the customer as an asset which must be taken care of, to put him in the center of their actions, and to adapt their attitude towards them to West European standards.

In particular, the course aims to

- Sensitize participants to the economical need for customer satisfaction;
- Show that Western service and quality standards are generally higher than in the East and therefore require dedication;
- Establish the key drivers of customer satisfaction in a simple and easily understandable model which will serve them as reference;
- Give practical recipes which help them to treat customers appropriately;
- Establish guidelines how to deal with special situations and how to turn them into increased customer satisfaction.

Optionally the course can be completed with a topic “managing customer satisfaction”, intended for the first management levels, helping them to put customer satisfaction into practice in their teams.

Course Contents

Understanding the Need for Customer Satisfaction

Participants learn why customer satisfaction is important and develop a feeling of its impact on business results. With various examples they learn what happens if customers are not satisfied and how they can differentiate from other service providers by increasing customer satisfaction through better behavior.

Western service standards

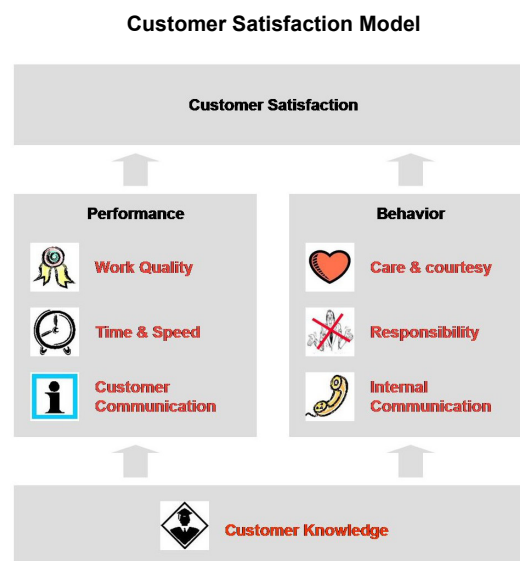
Participants are sensitized to the generally higher level of requirements and expectations in industrialized countries. Various examples from daily life, where participants have their own experience as customers, are presented to compare East and West and to show how decade long strong competition has led to substantial differences. Identifying the customer's real needs and expectations is a key element of this section.

Customer Satisfaction Drivers

Based on the model besides, participants learn to identify key customer satisfaction drivers and the means and behaviors which help to fulfill the requirements.

The model bases on good customer knowledge and covers both, performance and behavior criteria. These criteria are:

- Quality of the work;
- Speed of action and adhering to deadlines;
- Communicating with customers;
- Customer care and business courtesies;
- Sense of responsibility of all employees;
- Passing important information internally.



After a short introduction of the model, the importance of each key customer satisfaction driver is discussed into detail by means of examples of the daily live, where participants have experience as customers; eventually the specific aspects of the concerned industry are identified and their importance on customer satisfaction is analyzed in detail.

Treating Customers Appropriately

This section deals with how customers must be treated. It is dedicated to the basics of customer treatment in terms of speed, information, courtesy, feedback, and other attributes; they learn that customers must be treated differently depending on their role, education, function, level of hierarchy and specific knowledge. The section also briefly covers aspects related to differences between the customers' country of origin.

Dealing with special situations

This section is dedicated to special situations, in particular problems, complaints, and declining requests. Participants are sensitized to the fact that customers can react in different ways in such situations depending of the character of the interlocutor and the current situation. They learn a problem solving method, how to deal professionally with complaints, how to decline requests elegantly without provoking the customer and how to pass bad news without creating additional costs for both sides. Emphasis is also put on how to turn such situations in increased customer satisfaction.

Recipes for Better Acceptance

All along the course the participants obtain specific recipes which will facilitate customer oriented behavior. These recipes address the most frequent mistakes and cover questions like “How can I cool down an excited interlocutor?”, “How can I elegantly communicate disagreement?”, “When should I provide my customer more information than procedures ask for?”, “What can I do if I feel offended by the customer?” or “Which method is best to solve a problem?”. Participants consolidate the recipes in many exercises and role plays.

Managing Customer Satisfaction (optional)

Optionally the course may also contain a section dedicated to managing customer satisfaction, intended for the first management levels. Participants learn how they can continuously improve customer satisfaction within their unit by:

- Identifying new requirements and defining appropriate measures;
- Translating them into concrete actions and instructions;
- Measuring the degree of fulfillment and the impact;
- Giving feedback to team members;
- Defining corrective actions and opportunities for further improvement.

Commitment

To assure that the learning items are implemented in the daily work, the course terminates with a commitment ceremony where all participants commit to applying the recipes which they consider most helpful in their individual case.

Follow Up

To make sure that the actions to which participants have committed are really put into practice and to help participants further develop the trainers will conduct follow up workshops after a few weeks.

Summary

Type of participants::	Bottom line employees and first management levels
Number of participants:	Minimum 6, maximum 16
Duration:	Two days “Customer Satisfaction” One day “Managing Customer Satisfaction”
Location:	To be determined (own training center available in Bucharest)
Trainers:	Experienced manager from Western Europe
Documentation:	Copies of the presentations Various handouts



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