

SERVICE E.D.G.E.

Course Code: 8864

Enhance the success of internal and external customer interactions to achieve higher levels of customer service, satisfaction, and loyalty.

Customers have more choice than ever before, regardless of the industry, product, or service, and they rate their service experience on a situational basis. Providing exceptional customer service is no accident; it is a combination of focus, process, and people skills. Unfortunately, many of our internal and external customer-service experiences still prove that the service gap is wide, and service is far from exceptional. The challenge is finding ways of delivering unforgettable customer service, consistently and continually.

The Service E.D.G.E. program equips customer service professionals with models, concepts, tools, and skills to enhance the success of internal and external customer interactions to achieve higher levels of customer service, satisfaction, and loyalty.

Benefits for the Individual

- A framework and process for handling all customer interactions
- Enhanced communication skills for dealing effectively with all customer expectations
- Clarification and balance between the task side and the people side of service delivery
- Reduced stress while providing exceptional customer service
- Increased ability to creatively problem-solve with customers

Benefits for the Organization

- Establishment of a "gold standard" and branding of the customer-service experience
- Improved employee capability and commitment that enhances customer/employee satisfaction and loyalty
- Higher-quality service interactions and reduced complaint escalations
- Greater confidence in service providers and trust among internal/external customers
- Identifying and highlighting internal process improvement opportunities

What You'll Learn

- Assess your strengths and development needs regarding your service delivery
- Understand your internal customer-service chain and the interdependency of

the entire organization in service delivery

- Identify key competitors and why improving the level of service is important for business strategy and success
- Use the Service Impact Model to understand how varying service levels impact customer behaviour based on their service experience and memories
- Identify the emotional impact of service and how it affects customers
- Identify five major customer motivators and their impact in service delivery
- Establish your organization's "gold standard" for service delivery against each of the major customer motivators
- Review the Service E.D.G.E. model and the four phases of customer interaction
- Complete customer profiles to assess customer needs, prime motivators, and current product knowledge
- Establish rapport and identify customer requirements and the most appropriate style for engaging the customer
- Guide customer knowledge, handle customer questions and objections, and endorse agreements or decisions
- Improve telephone skills using ten proven tips and a strategic questioning process
- Solve problems by getting to the root cause of the customer issue
- Recognize the symptoms of stress and reduce the levels of stress in the customer-service role

Who Needs to Attend

Anyone who provides internal or external sales or service support

Prerequisites

Pework for this course should be completed one week in advance and brought to class.



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2 Day

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