

Training Workshop – Module Overview

Innesskirk's innovative "Customer Focused Management" is an intensive program addressing key customer care management and leadership skills, with clear, practical guidelines every step of the way.

Tutorial sessions, case studies, practical exercises, presentations and syndicate work make this a proactive, hands-on course.

Workshop Objectives – Delegates Will Be Able To...

- 📌 Deliver a professional customer experience, every time
- 📌 Deal positively with customer challenges, complaints and difficult customers
- 📌 Understand the value of each complaint as an opportunity for improvement
- 📌 Perform a customer service audit and analyze areas for improvement
- 📌 Identify key customer needs and expectations to be proactive when delivering services

Post Workshop – IMPACT™ Program

IMPACT™ Project – Delegates identify a work related project during the last hour of the training that will be used as a measurable indicator of successful application and implementation of the training content.

IMPACT™ Coaching – The delegates participate in custom-designed coaching sessions to facilitate the completion of their **IMPACT™ Project**. Delegates document the project's life cycle and all related issues in the provided coaching booklet.

Workshop Agenda – Day One

WELCOME

Introduction And Course Objectives

Agenda begins with the introduction of course objectives, material methodology and pedagogy. Introduction of delegates through icebreaker activities.

Customer Awareness

Discussions include reasons why a focus on customer needs is essential, what is meant by the term Customer Awareness, as well as identifying the main elements of customer care.

Customer Focus And Competitive Advantage

Here we look at one of the most important sources of developing a competitive advantage: Customer-related processes essential to creating a customer care culture throughout the organization.

LUNCH

External Customer Demands And Expectations

This segment concentrates on understanding external customers, their needs, wants, demands and expectations. Delegates develop a strategy of how to best meet or exceed client expectations on a consistent basis.

Internal Customer Demands And Expectations

This segment concentrates on understanding internal customers, their needs, wants, demands and expectations. Delegates develop a strategy of how to best meet or exceed client expectations on a consistent basis.

Barriers To Exceptional Customer Care

Identify the barriers to organizational goals to deliver exceptional customer care and developing methods to deliver exceptional customer care as a standard practice.

CLOSING

Review the main points of interest of the day, identify possible work-projects and preview day two.



INNESSKIRK GLOBAL

Providing Solutions with **IMPACT™**

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Workshop Agenda – Day Two

WELCOME

Recognizing Customer Perception Of Your Service

Delegates are required to use the RATAR Model to determine and understand how their customers perceive current service levels.

Customer Complaints And Compliments

Delegates discuss management of customer complaints and compliments for positive motivation; the value of customer feedback; how to get accurate feedback; and the value of proactive management when dealing with complaints as well as compliments.

Dealing with Difficult People

Delegates learn methods of dealing with difficult people and using emotional awareness to their benefit in building long-standing customer relationships.

Building Lasting Positive Customer Relationships

This segment concentrates on methods to establish positive customer relationships which create a mutually beneficial relationship in the short and long term.

LUNCH

Customer Care Team Essentials

Discussions of techniques to build effective customer care teams and a customer care-focused team culture, including characteristics associated with effective and professional customer care teams and individuals.

Implementing Customer Care Protocols

This segment focuses on a discussion of implementing effective customer care protocols which allow for cultural sensitivity; as well as processes to measure and manage compliance, creating a positive customer care environment.

Identification Of IMPACT™ Project

Delegates are assigned to groups and asked to identify a project which will require the use of the new knowledge and information received during the workshop. This will allow the delegates to transfer the new knowledge into skills and effective work habits.

CLOSING

Review the main points of interest for the workshop, deliver workshop administration like evaluation, action plan, certificates.

Do You Have Specific Requirements?

Tailoring For In-Company Delivery

We can run this workshop as a one, two or three day event. We can also adapt the content to meet your specific training objectives.

For more information about our In-Company specialized workshop services, email us at info@innesskirk.com to discuss your specific requirements further.

