

# End User Customer Support

## Training Course Introduction

This 5-days Boost training course highly relevant in today's competitive business environment where there is a constant and never-ending struggle that every entrepreneur must face. The struggle that exists today pits profits against the necessity for total customer satisfaction.

End user support specialists need a combination of technical and interpersonal attributes as they are the first line of help when customers encounter problems or defects with products and programs. If you're delivering sincere value to your customers, you're all-but guaranteeing your own success. It is very foundational understanding that a business must deliver value in order to transform the good to the great. That's what creates icons in the world of business. And it all starts by having the consumer's best interest at heart.

## Training Course Objectives

At the end of the training course, participants will be able to:

- Develop skills in engaging with customers and handling their enquiries effectively.
- Adopt a consistent, professional communication style when speaking with customers.
- Listen effectively, asked questions and summarised to respond fully to a customer request.
- Identify ways they can add value to customer relationships and exceed expectations.
- Practise how to turn customer service disappointment into a positive experience.

## Target Participants

This course is ideal for anyone seeking training in end user customer support and customer care. It is very helpful for those who are in customer facing or customer support roles, who want to develop their customer service skills and behaviours. This training program is aligned to the most frequent method of communication used to connect with your customers e.g. face to face, telephone, email.

## Training Course Methodology

The training course is designed to be interactive and participatory, and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. The course will use lectures and presentations, role playing (group exercises), experiential and exposure to real world problems and policy choices confronting delegates.



## Training Course Curriculum

### Day One – Introduction to Customer Support

- Importance of end user customer support.
- What does great service look like and feel like?
- Sharing our own experiences of good and bad service.
- Responsibility for customer support.
- Stepping into your customers' shoes
- Individual and group exercises, facilitated group discussion

### Day Two – Handling customer enquiries & Establishing customer needs and responding to requests.

- How to Handle customer enquires?
  - Customer support standards.
  - Creating lasting first impressions.
  - Building and maintaining rapport.
  - Using positive language and tone of voice.
  - Demonstration, facilitated group review, pairs exercise with group review.
- Establishing customer needs and responding to requests
  - Effective customer communication.
  - Questioning and Active listening.
  - Summarising, practical exercises and group discussion.

### Day Three – Handling work based customer requests & Service recovery

- Identifying challenging customer requests
- Responding to challenging customer requests assertively
- Turning disappointment into delight; improving customer relations
- Identifying the nature of customer complaints
- Responding to customer complaints
- Introducing colleagues to resolve customer service issue
- Group discussion, presentation, exercise with group review



## Day Four – Complaint handling practice & Building customer relationships

- Practise brief & Practise sessions.
- Complaint handling practice sessions with feedback.
- Relationship triangle – trust and loyalty.
- What differentiates us from our competitors?
- Identifying ways to add value and exceed customer expectations.
- Following up.
- Presentation, revolving flipchart exercise in small groups, group review.

## Day Five – Applying the learning and Next steps

- Review of learning and action planning
- Course feedback.