

# RWK Enterprises Inc

## Customer Skills & Interpersonal Communications I

This one day workshop is designed to teach the participant how to deliver high levels of customer satisfaction based on people skills vs. technical skills. Do your customers feel good after doing business with your company? Or did they just get their technical problem solved? Customer service providers too often become so wrapped up in quickly providing "the answer" to be able to complete the call that they overlook the human side of the equation. This is a very common problem that can become worse when service providers aren't working at their personal, emotional best. The course teaches each participant how to treat the customer as an important human being, an individual; the most basic element of customer satisfaction.

There is a great deal of discussion and involvement in the class. The course is divided into six sessions: **Loyalty Basics, Attitude Mgmt, Stress Mgmt, Seven Skills, NLP, and Myers-Briggs Type Indicator.**

The **Loyalty Basics** section reminds participants that the customer is a human, like themselves, who deserves respect and courtesy and must be treated as an individual. The exercises reinforce these concepts and teaches specific skills and techniques that enhance the participant's ability to create loyalty in the customer.

The **Attitude Management** section deals with obstacles, both environmental and self generated. Participants learn how to recognize and deal with these obstacles. Reasons for poor service are evaluated to help recognize causes. Participants learn how to overcome their own self generated obstacles. Environmental obstacles are identified participants learn how to make recommendations to management. In this session, the concepts of pro-activity and making mental choices are covered.

Participants spend an hour on **Stress Management**: learning how to recognize distress, understanding the physiology of the "Fight or Flee" syndrome and the risks associated with turning this natural reaction to "Stew and Chew." Participants learn how to overcome and deal with distressful situations.

The **Seven Customer Service Skills** section teaches and reinforces the seven skills necessary to achieve excellent customer satisfaction: Understanding, Clarifying, Verifying, Adding Value, Customer Buy-in, Keeping commitments and Follow up.

In the **NLP** session, valuable communication techniques are covered including an introduction to Mirroring and Neuro Linguistic Programming, the science of how people learn and receive information.

The **Myers-Briggs Type Indicator** Participants are encouraged to complete the MBTI and receive feedback regarding their personality type preference. This enhances and reinforces their understanding of differences in personality types. This understanding helps all aspects of their interpersonal relationships, especially communication with, customers, management, co-workers, and family.

A reminder card to post in their work area, is provided to participants as a visual reinforcement of the lessons learned. It is highly recommended that management attends the workshop to better reinforce the concepts and skills on a day to day basis as well use the concepts to measure and evaluate performance.