



Exceptional Service Performance (ESP)

Why Purchase This Program?

In nearly every industry, outstanding service is the key to building profitable long-term customer relationships. Companies have invested billions of dollars in customer service technology only to discover that technology does not provide world-class service – people do!

This course provides contact center representatives with the interpersonal, communication, and service skills they need to meet and exceed customers' expectations and build loyal and profitable long-term relationships.

Who Should Attend?

Contact center representatives who provide service to customers on inbound calls.

What Will They Learn?

After completing this course, participants will be able to:

- Identify key factors that win and lose customers.
- Evaluate any customer service interaction using the Five Levels of Customer Service.
- Distinguish between customers' personal and technical expectations.
- Use professional telephone techniques.
- Create positive first impressions with an appropriate greeting that is clear, caring, and confident.
- Establish rapport by responding appropriately to the customer's concerns
- Take a consultative approach to customer service.
- Ask effective questions to probe for more information.
- Use active listening skills.
- Explain recommendations in clear and simple terms.
- Handle questions, objections, and concerns.
- Recap the call and look for additional opportunities to build the relationship.

What Materials Will I Get?

A detailed Exceptional Service Performance workbook with articles outlining key principles and practices, real-world examples, skill models, activities, and role plays.

A comprehensive Trainer's Kit which includes everything a facilitator needs to deliver the program. This easy-to-use guide features complete, step-by-step directions for presenting the workshop and conducting the learning activities, along with key content points and suggested responses to questions and activities. It also includes a PowerPoint presentation, all necessary handout materials, and a special section of Trainer's Effectiveness Notes presenting state-of-the art adult learning and delivery techniques.

How Long Is The Program?

The program includes two complete days of learning activities. You can deliver the program as a single workshop or conduct each module on its own.

How Do I Get More Information?

Please contact Kerry Weiner Elkind at 415-876-8401 or kerry@elkindgroup.com.