



# VISION, MISSION AND VALUES - THE CENTRE OF THE CUSTOMER SERVICE

## OVERVIEW

I have been to many originations where the Vision, Mission and Values are not visible or experienced in their day to day work and I have also been to originations where the experience is so great and you want to go back because those values are so memorable. Do a little research and see how well your staff is representing your objectives and values that you have set aside. Are you expecting such standards from your employees or demanding for higher level of commitments from your staff? I am willing to sit and discuss with you how I can help you to reach that goal by providing my experience.

This workshop will align your values with your vision and your mission of your company. Participants will become more flexible and inspirational communicators able to engage with customers to experience that you expect them to reach.

## COURSE OBJECTIVES:

By the end of this training course participants will be able to:

- ✓ Be proud of being a part of the organization.
- ✓ Understand the company vision and mission and the expectations
- ✓ How the products can create value to the customers
- ✓ Creating a value to end consumer and not selling a product.
- ✓ How the role is instrumental in creating a high performing customer focused member.
- ✓ Realign their thinking about customer complaints.
- ✓ Describe the opportunity that exists to develop increased lifetime value from even the most challenging customer situations.
- ✓ State the attitudes, skills, and knowledge required to be a professional customer care representative
- ✓ Explain the importance of measuring and benchmarking service and the value of a lost customer  
Create stronger connections with customers.
- ✓ Explain the basics of customer psychology, rapport building, and adapting their communication styles for positive customer interactions.



## TARGET AUDIENCE

Senior Executives, Managers, Secretaries, Receptionist, Unit and Departmental Heads.

## COURSE OUTLINE

### MODULE 1: WHAT IS THE NAME OF YOUR COMPANY ?

- Your values and company values
- What is your vision and company's vision
- What value can create convenience to the customer
- Important in the company vision and your contribution

### MODULE 2: WHAT DO CUSTOMERS WANT?

- Customers today
- What customers want
- Logic vs. emotion
- Winning customers' hearts
- Customers want CASH

### MODULE 3: THIS THING CALLED LOYALTY

- Defining a lifetime customer
- Loyalty drivers
- Plus one's
- Why customers leave and the cost of losing a customer

### MODULE 4: MEASURING CUSTOMER SATISFACTION

- Methods of collecting customer feedback
- What is Net Promoter Score (NPS)?
- Rate my NPS activity

### MODULE 5: HAVING THE RIGHT SKILLS AND ATTITUDE

- Attitude, skills and knowledge
- Characteristics of high performing service providers
- Strategies for building rapport

### MODULE 6: VALUE OF A COMPLAINT

- A complaint is a gift
- Ground rules for receiving a complaint
- Hot buttons and forbidden words

### MODULE 7: CUSTOMER SERVICE TECHNIQUES

- Seven diffusing techniques
- Disengaging
- Face saving out
- Not taking the bait
- Offering choices/empowering customers

**Duration: 2 Days**



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