

What can I do for you?



INSPIRATIONAL SESSION

How to communicate in a customer-focused way?

Shopping, banking transactions, dentist appointments ... all these can be done online, without any means of human interaction. It makes you wonder whether customer-oriented communication still makes sense? The answer is: definitely! Because customers want to feel seen and heard. Customer-centricity really makes a difference today. As a customer, it's so nice to feel that an employee is 100% there for you, sensing your needs and really wanting to help you. A personal approach. A sincere smile. Wonderful.

During this inspirational session, we will give you a taste of the ten core competences for customer-centric communication.

From product knowledge and assertiveness to creating a wow experience. With lots of examples, to which you can relate. Tailor-made just for you. Everyone is welcome in these sessions, because customer-friendliness concerns us all. Whether you work in retail, industry, logistics, hospitality or healthcare. Communicating face to face, via e-mail or phone. Our motto: customers don't care how much you know until they know how much you care.

LENGTH

1.5 hours (without break) or 3 hours (with break)

NUMBER OF LISTENERS

from 10 to 500

LANGUAGE

Dutch , French of English

MOOD

peaceful ————— exuberant
jovial ————— confrontational
focus on mindset ————— focus on behaviour

LEARNING OBJECTIVES

You will learn this during a session :

	1,5h	3h
That "Customer Service" is not a department, but a mindset. That customer contact should energise the customer rather than cost them money.	✓	✓
What is your biggest pitfall and challenge in communicating with customers?	✓	✓
The 10 core competencies of customer-focused communication: 1. Professional knowledge 2. Positivity and enthusiasm 3. Make the customer feel seen and heard 4. Identify the customer's needs 5. Speak the customer's language 6. Take responsibility 7. Feel love for the customer 8. Assertiveness 9. Solution-focused 10. Create a wow-experience	✓	✓
How your words, tone of voice and body language influence your message, even on the phone.		✓
How to recognise your customer's needs using the four colours of Insights Discovery as a guide.		✓
How to find out as much as possible about the customer by asking the right questions.		✓
What is the difference between good and bad ways of expressing something to the customer?		✓
How to respond constructively to complaints.		✓
How to show empathy to a dissatisfied customer.		✓
How to communicate assertively, empathetically and solution-focused at the same time.		✓
How to respond to verbal aggression.		✓
How customer-focused were you when communicating with your last customer? A (self) evaluation.	✓	✓

In a session of one and a half hours we zoom in on three core competencies. If you go for three hours, there is enough time for six competencies. In a session of one and a half hours we zoom in on three core competencies. If you go for three hours, there is enough time for six competencies.

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