

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 or French

MOOD

peaceful



jovial



focus on mindset



exuberant

confrontational

focus on behaviour

LEARNING OBJECTIVES

You will learn this during a session

1,5 u **3 u**

What is your biggest pitfall and challenge in your communication with customers?	✓	✓
The 10 core competencies of customer-oriented communication.	✓	✓
Core competency 1: knowledge about it product, service or process.		
Core competency 2: positivity and enthusiasm.	✓	✓
Core competency 3: ensure that the customer feels seen and heard.		✓
Core competency 4: speak the customer's language.	✓	✓
Core competency 5: identify the customer needs.		✓
Core competency 6: take your responsibility.		✓
Core competency 7: love for the customer feel.	✓	
Core competency 8: assertiveness.		✓
Core competency 9: solution orientation.		
Core competency 10: create a wow experience.		
How customer-focused did you communicate during your last customer contact Self-assessment: what score would you give yourself for each core competence	✓	✓

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.

imboorling

Regenboog 5, 9090 Melle, Belgium
T. +32 9 278 85 11
info@imboorling.be
www.imboorling.be

