

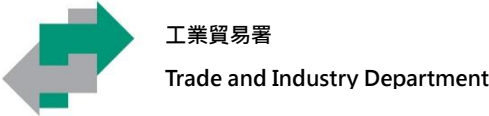
Enhancement in Customer Service Quality Workshop Workbook



Organizer:



Funded by SME Development Fund:



Implementation agent:



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Objectives

- ☞ To enhance interactions between staff and customers
- ☞ To understand customer journey by analyzing every step of the experience and customers' needs
- ☞ To effectively handle customer complaints
- ☞ To build and maintain long term customer relationships
- ☞ To provide clear product information to satisfy customer needs
- ☞ To effectively set up return and refund policy

My Personal Objectives

What is Excellent Customer Service?



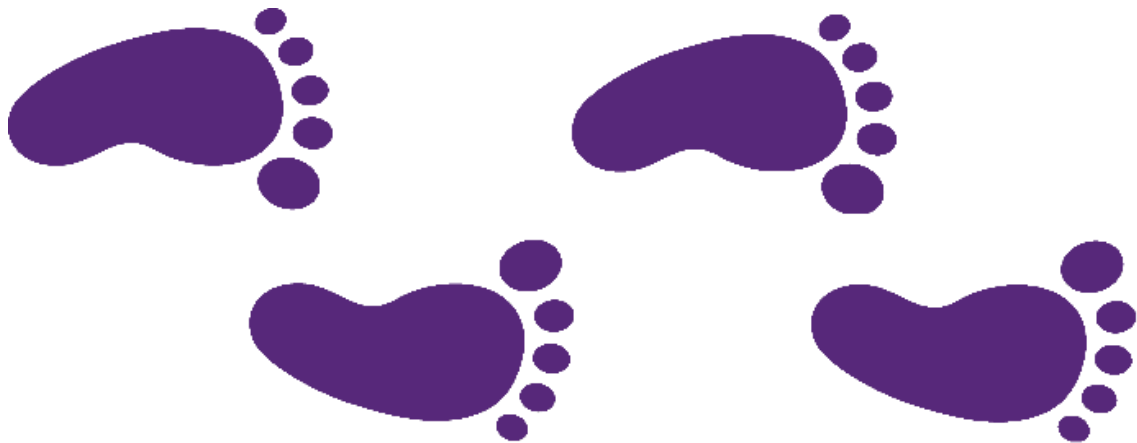
Notes

The Customer Experience

∞ Before entering store

∞ In store

∞ After leaving store



Customer Experience – Before Entering Store



Notes

Customer Experience – In Store



Notes

Customer Experience – After Leaving Store



Notes

Customer Experience Journey

What is it?



Customer Experience Journey

The Map

Professional Knowledge & Customer Relationship



Becoming a Trusted Advisor

- ∞ Credibility
- ∞ Reliability
- ∞ Personal
- ∞ Intention
- ∞ Consistency



Notes

Handling Customer Complaints

☞ Listen

- ☞ The Story

- ☞ Emotions

☞ Solutions



Notes