



Dear Sir/Madam,

**PROPOSAL FOR STAFF TRAINING ON CUSTOMER SERVICE AND EXPERIENCE MANAGEMENT**

IIS Analysis & Implementation Ltd specializes in customer service and experience management, training and consulting since 2009. We pride ourselves on setting up our clients for success in CUSTOMER EXPERIENCE,

By basing ourselves on the features demanded by larger companies, we have created innovative training modules that are now suitable to small and medium-sized companies.

Our expertise in customer experience management and training provided us with the knowledge to develop strategies that answer the needs of today's customers. These strategies allow you to:

- increase productivity
- reduce the operating costs
- increase customer satisfaction

Please take a few minutes to read the enclosed documents. See how our service can optimize your business process.

After reviewing this proposal, we look forward to be of great service to you.

Thank you.  
Yours faithfully,

Olusegun Francis Ige  
**For: IIS Analysis & Implementation Ltd**

# Customer Service and Experience Management Training Proposal

## Customer Service Excellence: How to Deliver Exceptional Service to Today's Busy Customer

### Introduction

Training and coaching for frontline staff, team leaders and managers is integral to enabling them to improve customers' experience. This course is to empower the staff and line of management with the necessary knowledge and skills that is required to keeping customers and understanding how to manage their expectations. All staff with roles that involve customer contact – be that face to face, over the phone, by e-mail or web chat – can benefit from developing their 'soft' skills. And this will improve both their sales performance and their service performance.

### Course Outcomes

This customer service course will:

- Highlight the importance of service standards and their impact on a customer's experience.
- Help your team to think in a customer-centric way.
- Explain service language and its importance in communicating with customers.
- Prepare your group to handle demanding customers and difficult situations.
- Offer suggestions for managing service-related stress.

### Course Overview

What is good customer service? How can it go from good to great? What are the pitfalls that many people experience when trying to deliver customer service? Does attitude count? What is the best way to handle difficult customers? What techniques can be used to reduce customer-service stress? Find out the answers to these and other important customer-service questions during this information-packed training session. Participants will learn what exceptional service is, how to project a customer-friendly image, brand and identity, how to engage and handle demanding customers and more.

### Training Objectives

At this program's conclusion, participants should be able to:

- Describe exceptional customer service.
- Identify the benefits of great customer service.
- Recognize barriers to the delivery of outstanding customer service.
- Adapt to specific customer behavior styles.
- Demonstrate how to measure customer-satisfaction levels and take corrective action if needed.
- Use techniques for dealing with angry or upset customers.
- Develop a personal action plan to improve customer-service skills.

The following outline highlights some of the course's key learning points. As part of your training program, we will modify content as needed to meet your business objectives.

## **Training Outline**

### **Get Ready to Serve: Where Excellence Starts**

Knowledge goes a long way toward the delivery of exceptional customer service. The introductory lesson looks at the factors that make service outstanding and those that send customers to a business's competitors.

### **Stand and Deliver: Know the Nine Expectations**

Delivery of a product or service alone will not guarantee repeat business. Another portion of the program explores nine expectations customers have of their service providers and explains how these expectations can be met.

### **The Communication Jungle: Understanding Different Communication Styles**

Customers have varied behavioral styles. Learning how to adjust to each improves customer service and communication. Using Business Training Works' signature diagnostic tool, *The Communication Jungle*, participants will learn to identify their own behavioral styles and those of their clients and customers in order to adjust to each for better communication. This unit is beneficial to all who wish to provide exceptional customer service to a variety of people.

### **It's Not What You Say: Rephrasing for Better Relationships**

The lesson in the saying "it's not what you say but how you say it" is one that takes some people years to learn. In this component, participants will learn how to use language to its best advantage during customer interactions. Special emphasis is placed on learning to say "no" in ways that reduce conflict and eliminating phrases such as "that's not my job" and "I don't know."

### **The Good, the Bad, and the Ugly: Dealing with Difficult Customers**

Not all customers are easy to deal with. Using real-world case studies, participants will learn in this discussion how to interact effectively with angry customers, complaining customers, customers who try to take advantage of organizations, and other troublesome people.

### **Tools of the Trade: Voicemail, Email, Memos, and More**

When used poorly, certain office communication tools designed to improve business communication and customer service do the exact opposite. Anyone who has ever sent a misinterpreted email can attest to this fact. From writing style and grammar to telephone etiquette, this component reviews customer-service communication tools and how to use them for maximum effectiveness.

### **The Clinic: What We Can Do Better**

This action-oriented section looks at an organization's current customer-service practices and asks participants to list the things that they personally and as a group could do immediately, within a few weeks, and within a few months to improve customer service.

### **Customer-Service Stress: 15-Minute Mini Spa**

Dealing with customers' needs, wants, and frustrations can lead to unnecessary stress. The course concludes with stress-management techniques to ensure the providers stay refreshed and alert and that the service they deliver is the best it can be.

At the program's conclusion, participants will have an understanding of what makes a good customer-service experience, how to deliver excellent customer service, how to deal with difficult customers, and how to take care of themselves while taking care of others.

## **Available Formats**

Full-Day Training Course

## **Pricing**

- Our prices vary depending on the complexity of a project or the time required to prepare and deliver a training program.
- We set executive coaching fees based on the length and format of the engagement. The minimum fee is in the range of N10,000 - N20,000 per participant,

Transparency is a cornerstone of our philosophy. We will always tell you how we calculate what we charge

Thank you

## **Listed below are other Customer Service Training modules you can subscribe to from IIS Analysis**

1. Dealing with Difficult Customers Training
2. Customer Service Refresher Training
3. Telephone Customer Service Training
4. Front Desk Training
5. Help Desk Agent Training
6. Client Services Training
7. Call Center Agent Training
8. Hospitality and Guest Relations Training
9. Service Skills for Housekeepers Training
10. Healthcare Customer Service Training
11. Documenting Customer Concerns Training
12. Managing Customer Feedback Training
13. Branded Service Training
14. Customer Service Communication Skills Training

## 1. Dealing with Difficult Customers Training

### Service Survival: Handling Demanding and Difficult Customers

#### Course Overview

Serving happy customers is enjoyable for those in a service role. However, helping those who are “not so happy” can be stressful, demotivating, and costly to an organization if members of the service staff have not received training as to how to best handle demanding customers and difficult situations. This dynamic program teaches participants how to build rapport, listen to customers, choose words that say “professional, polished, and in control,” de-escalate tense conversations, and manage daily stress.

## 2. Customer Service Refresher Training

### Step Up Your Service Game: Three Hours to Better Customer Service

#### Course Overview

Whether it's called a refresh, a reboot, or a restart, a renewed sense of purpose and focus can reconnect a service team with its purpose and passion for serving people. This half-day workshop is designed to reenergize service providers and send them back to the workplace with a resurrected enthusiasm for doing their best for customers.

## 3. Telephone Customer Service Training

### How May I Help You?: Outstanding Telephone Courtesy and Customer Service

#### Course Overview

If your organization's telephone presence is less than top notch, people will likely judge your employees as rude, uncaring, unprofessional, and uninterested in their business. Do the people who answer your phone appear empathetic? Friendly? In control? Do they listen well? Do they understand what makes the person on the other end of the telephone tick? During this program, participants will learn the basics of customer service, how to project a polished phone image, demonstrate proper telephone skills through practice activities, and leave with the tools to present an image that reflects confidence, credibility, and capability.

## 4. Front Desk Training

### Welcome!: Front Desk Professional Image Building

#### Course Overview

Several phone lines are ringing, lights on the phone are blinking, coworkers are asking questions, and here comes a customer or client. How does the person manning the front desk of an office or business handle several people simultaneously with professionalism and poise? This fast-paced course is specifically designed to answer this and other important questions for those who work as an organization's first-impression representative at the front desk. In addition to learning the elements of effective verbal and visual communication, participants will find out how to expertly satisfy even the most demanding, difficult visitors without jeopardizing their health or safety.

## 5. Help Desk Agent Training

### Help for the Help Desk

#### Course Overview

With few exceptions, the job of help desk representative is one of the most challenging in today's technology-driven society. Those who seek expert help by phone or email are often perplexed, stressed out, or downright ticked off. They want answers, results, solutions—and they want them NOW! To the rescue, IIS Analysis course for help desk staff will keep these workers from being pulled under by the riptide of requests they get each day.

Besides learning methods for effective listening, questioning, and resolving problems, participants will also find out how to write clear, accurate email responses and follow-up reports that will answer users' requests and satisfy their managers' expectations.

They will also learn "life preserving" techniques to help reduce stress and maintain enthusiasm and productivity while dealing with even the most difficult clients.

## 6. Client Services Training

### Delivering Exceptional Client Service: How to Build Lasting Partnerships

#### Course Overview

Whether they're external or internal, clients matter, and how they are treated should not be left to chance. This client-services workshop is designed to help groups identify their target markets, define their brand's service standard, and describe what those standards look and sound like on a departmental and individual level.

## 7. Call Center Agent Training

### The A+ Agent: Confidence and Professionalism for Call Center Employees

#### Course Overview

While artificial intelligence can handle a vast number of customer concerns, many calls still require the assistance of a living and breathing call-center agent. The skills that person possesses can mean the difference between a successful interaction and a caller who is less than satisfied. This interactive workshop covers the fundamental skills all call-center agents should be able to demonstrate with ease

## 8. Hospitality and Guest Relations Training

### Delivering a Five-Star Customer Experience

#### Course Overview

For a hotel to achieve excellence in hospitality, many guest relations skills must be learned by the employees who will be delivering the services with great composition and enthusiasm. This course explores the ins and outs of guest relations and what it takes to deliver great service.

## 9. Service Skills for Housekeepers Training

### Customer Service, Communication Skills, and Team Building for Housekeeping Professionals

#### Course Overview

Housekeepers are often hidden behind the scenes and not leveraged as they could be in the customer service process. This interactive program focuses specifically on the actions housekeepers can take to influence guest perceptions. The course covers the people skills that can make a difference, how people form opinions, the value of service goals and consistency, appearance, attitudes, and actions that influence opinion, and the importance of working together as a cohesive unit.

## 10. Healthcare Customer Service Training

### Delivering Customer Service for Better Patient Satisfaction

#### Course Overview

Regardless of what happens with the government, the pressure healthcare providers experience isn't likely to disappear anytime soon. This course focuses on the people skills people working in healthcare must master in order to earn top patient-satisfaction scores.

The program addresses service challenges specific to healthcare environments. It is taught in a highly-interactive format and is designed to keep those who rarely sit behind a desk engaged throughout the workshop.

## 11. Documenting Customer Concerns Training

### Getting It on Paper: Understanding the Art of Automotive Repair-Order Writing

#### Course Overview

This interactive program is designed for customer-facing employees working in an automotive dealership's fixed operations department. It focuses on repair-order writing and is designed to positively affect technician productivity. During this workshop, participants will learn how to skillfully interview customers in order to accurately determine and document a vehicle's condition. In turn, these well-written repair orders will lead to more and faster fixed-right-the-first-time results.

Note: For maximum effectiveness, we request a random sampling of 20 repair orders (non-maintenance) be sent to us from each facility 10 days prior to the session. While we will use these during class, we will not single out individual employees.

## 12. Managing Customer Feedback Training

### Managing Customer Feedback and Reviews

#### Course Overview

There is nothing better than feeling "the love" from people who evaluate our work. As service providers, most of us inherently know that delighting customers spread the word, show their loyalty, and can add to the bottom line or in the case of government providers, generate value for the taxpayer. This course focuses on customer feedback: deciding what to measure, choosing when to measure, knowing how to measure, responding to feedback, and tracking changes over time. The program is best suited to participants who can affect how data is gathered, measured, addressed, and monitored.

## 13. Branded Service Training

### **Defining Excellence: The Look and Sound of Service Great Service**

#### **Course Overview**

Large or small, no business wants to receive demeaned comments about its brand. Unfortunately, many do. This program is built on the premise that people bring their own brands of service to a job. Without training, even the best-intentioned employees may offer a kind of service that does not align with a business' philosophy, image, or outlook.

Led by an expert facilitator, this interactive service branding course will help participants determine what excellent looks and sounds like in their organizations

## 14. Customer Service Communication Skills Training

### **The Customer Connection: 20 Essential Communication Skills for Giving Better Service**

#### **Course Overview**

This customer service skills workshop focuses on the basics of professional communication in a customer-facing environment. From making a good first impression to closing shop, there are specific skills every employee who is in contact with customers should master. This course addresses 20+ essentials for appearing professional, interacting with customers, handling, conflict, and preparing for another day on the front line.

Organization can pick from any of the above training to be tailored to meet the organization

Thank you

#### **Contact Details**

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