



scopeVISION

# SECS! The Secrets of Excellent Customer Service

awaken the leader within

# SECS! The Secrets of Excellent Customer Service

**DURATION** 2 DAY PROGRAM

## Workshop overview

Best practice organisations do not accept that customers should experience exceptional service infrequently and work hard to ensure that every 'moment of truth' (or every single interface point with a customer) creates a good impression. This can only be achieved by ensuring that all individuals, both those who serve the customer directly and those internal staff who serve the frontline staff, are competent in a range of important service skills.

- Who are your customers?
- Customer service? Why should we bother?
- What do you need to be good at to work in a customer service role?
- Completion of a service skills profile
- Moments of truth..... just how are you travelling?
- SWOT; analysing your current customer service standards
- Customer service ethos – Cause and Effect model
- Customer service in action; case study exploration
- Fight starters vs. communication starters
- Dealing with difficult people
- Networking; using it to your advantage

## Nationally Recognised Training Options

All SCOPE programs are able to be aligned to nationally recognised units of competence. For learners to receive a nationally recognised statement of attainment in partial completion of **BSB40812 Certificate IV in Frontline Management** submission of an agreed evidence portfolio demonstrating the application of required skills and knowledge within the workplace is required.

The SECS! program can be aligned to any the following units from **BSB40812 Certificate IV in Frontline Management** when contextualised and delivered as part of a customised client initiative:

### PSPGOV411A

#### Deal with conflict

This unit covers the requirements for handling difficult interpersonal situations and addressing the conflicts that may arise in day-to-day work activities. It includes identifying the cause of conflict, establishing and implementing strategies for dealing with conflict and evaluating the response and outcomes.

1. Identify the cause of conflict
2. Establish and implement strategies for dealing with conflict
3. Evaluate response and outcome

### BSBCUS403B

#### Implement customer service standards

This unit describes the performance outcomes, skills and knowledge required to contribute to quality customer service standards, and to support personnel to implement customer service standards and systems within the organisation. Learners undertaking this unit would have a detailed knowledge of, and experience in, customer service systems and procedures.

1. Contribute to quality customer service standards
2. Implement customer service systems
3. Implement team customer service standards



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## **BSBCUS402B**

### **Address customer needs**

This unit describes the performance outcomes, skills and knowledge required to manage the ongoing relationship with a customer, which includes assisting the customer to articulate their needs, meeting customer needs and managing networks to ensure customer needs are addressed. The customer relationship would typically involve direct interaction a number of times over an extended period. This unit is appropriate to learners who are expected to have detailed product knowledge in order to recommend customised solutions.

Learners would be expected to apply organisational procedures and be aware of, and apply as appropriate, broader factors involving ethics, industry practice and relevant government policies and regulations.

1. Assist customers to articulate needs
2. Satisfy complex customer needs
3. Manage networks to ensure customer needs are addressed

## **BSBCUS401A**

### **Coordinate implementation of customer service strategies**

This unit describes the performance outcomes, skills and knowledge required to advise on, carry out and evaluate customer service strategies, including the design of improvement strategies based on feedback.

1. Advise on customer service needs
2. Support implementation of customer service strategies
3. Evaluate and report on customer service

## **BSBREL401A**

### **Establish networks**

This unit describes the performance outcomes, skills and knowledge required to develop and maintain effective work relationships and networks. It covers the relationship building and negotiation skills required by learners within an organisation as well as freelance or contract workers.

1. Develop and maintain business networks
2. Establish and maintain business relationships
3. Promote the relationship

