



Mercuri International

EXCELLENCE IN CUSTOMER EXPERIENCE



PROGRAM OVERVIEW

Mercuri International

EXCELLENCE IN CUSTOMER EXPERIENCE

TO PROVIDE THE BEST CUSTOMER EXPERIENCE EVER

This program improves the ability to provide a unique customer experience – a key factor for customer satisfaction and loyalty. Following this path, the participants discover all the elements needed to achieve this, from effective communication to complaint handling.

AUDIENCE

All those who want to improve their ability to provide an Excellent Customer Experience.

DURATION

Digital content: **4 hours**

DELIVERY FORMAT

100% digital or in combination with face-to-face or virtual classroom.

Videos, online modules, exercises, questionnaires and open forums to connect with the community. All material is adapted for laptops, tablets and smartphones.



PROGRAM OVERVIEW

1. **DISCOVERING EXCELLENCE IN CUSTOMER EXPERIENCE**

Understand what an Excellent Customer Experience is and why it is so important.

2. **UNDERSTANDING COMMUNICATION**

Explore the communication patterns that affect the way messages are sent and interpreted, as a key for effective communication.

3. **THE POWER OF STORYTELLING**

Apply the key techniques that make a conversation with customers powerful, using storytelling.

4. **ACTIVE LISTENING**

Discover how to give the customer full and undivided attention through the ability of active listening.

5. **EFFECTIVE QUESTIONING**

Find out what kind of questions to ask your customer and when, in order to better understand their needs and build a stronger connection with them.

6. **EXCELLENT CUSTOMER EXPERIENCE IN PERSON, VIA TELEPHONE AND EMAIL**

Master your ability to deal with customers in person, via telephone and email and provide an unforgettable experience.

7. **HANDLING CUSTOMER OBJECTIONS**

Handle the customer's objections with the 7-step technique.

8. **DEALING WITH DIFFICULT SITUATIONS**

Manage your customer's complaints and deliver bad news using the right approach.

CONTENT OVERVIEW

1

DISCOVERING EXCELLENCE IN CUSTOMER EXPERIENCE

- What does Excellence in Customer Experience mean?
- What influences the customer experience and decisions?
- Your role in the customer-focused company
- What is customer satisfaction?
- How to make customers loyal
- The framework for powerful customer experiences

2

UNDERSTANDING COMMUNICATION

- The features of communication
- The many facets of a message
- The actors: people
- Understanding personality types

3

THE POWER OF STORYTELLING

- Why storytelling
- How can you build a powerful and engaging story?
- Using storytelling to engage your audience

4

ACTIVE LISTENING

- Why listen actively?
- The importance of active listening

5

EFFECTIVE QUESTIONING

- The importance of the right questions
- Why ask questions?
- How to question effectively

CONTENT OVERVIEW

6

EXCELLENT CUSTOMER EXPERIENCE IN PERSON, VIA TELEPHONE AND EMAIL

- The key aspects of an Excellent Customer Experience in person, via telephone and email
- What does an Excellent Customer Experience in person, via telephone and email involve

7

HANDLING CUSTOMER OBJECTIONS

- The importance of handling the customer's objections appropriately
- How to handle customer's objections

8

DEALING WITH DIFFICULT SITUATIONS

- Why dealing with difficult situations?
- Life positions test
- Managing challenging communication
- The DESC method
- Handling your own emotions

LEARNING PATH





Mercuri International

GROW YOUR PEOPLE,
GROW YOUR BUSINESS

