

# *Customer Service That Leaves An Impression*

A customer's initial interaction with an organization's representative substantially impacts their desire to do business with that organization. With the evolution of online shopping, enhancing the brick and mortar customer experience has become the focus of companies hoping to gain a competitive advantage. When teams are trained properly to endure the challenges of customer service with composure and professionalism, an engaged customer is created.

Organizations focus on customer service training for their associates because they are the first line of offense/defense with the customer. Customer service builds trust, loyalty, brand awareness and advocates who willingly promote your organization. With so many ways for customers to express their opinion on an organization's customer service and quality, creating strong agents pays dividends for years to come.

## **Increase customer retention through proven customer service techniques.**

- Discover valuable techniques for diffusing tense situations and turning complaining customers into company advocates.
- Techniques to deliver superior customer service on the phone and in person.
- How to handle all customers complaints with respect and patience.
- An 8-step approach at learning customer service essentials.
- How to meet customer expectations while maintaining a strong company image.
- Identify the nonverbal cues that show customer attentiveness.
- Understanding how positive language changes the tone of a conversation and creates a positive experience.
- The impact of Social Media in a Customer's initial interaction with a company representative.

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