



MWI CUSTOMER SERVICE ACADEMY

Master the Art of
Effective Communication
Conflict Resolution
Customer Satisfaction





TOPICS COVERED

UNDERSTANDING THE MEANING OF CUSTOMER SERVICE

- The definition of Customer Service
- Identify What the Customer is Thinking
- Who do you Get Along with?
- Who don't you Get Along with?

CHALLENGES

(Providing Successful Customer Service)

- Interpersonal Barriers to Communication

CORE CONSTRUCTS OF EXCEPTIONAL CUSTOMER SERVICE

- 7 Steps to Creating Exceptional Customer Service

UNDERSTANDING YOUR ASSESSMENT

- Understanding how you are wired.
- Discovering what priorities shape your workplace experience
- Discuss what Motivates You & what is Stressful for you
- How to Effectively Communicate with Different Styles of People

PSYCHOLOGY OF CUSTOMERS

(Building Trust & Relationships)

- 5 Step Process to Increase Trust & Build Superior Relationships

BRAND ADVOCACY

(How it Merges with Customer Service)

- Define Brand Advocacy
- How Advocacy merges with Customer Service
- Proof that Brand Advocacy works
- Customer Brand Relationship Model
- Best Practices regarding Customer Service



WHO SHOULD PARTICIPATE?

- ANYONE IN A CUSTOMER SERVICE ROLE
- INTEGRATORS
- CUSTOMER SERVICE MGRS
- ORDER FULFILLMENT
- IT SUPPORT
- SUPPLY SPECIALIST

HOW LONG IS THE INITIAL CLASS?

- 2 DAYS In Person
- Or Broken up as Virtual

“

“Customer service is the act of taking care of the customer’s needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer’s requirements are met. CUSTOMER SERVICE is meeting the needs and desires of any customer.”

- Paul Mckinney

”

TOPICS COVERED CONTINUED

CLOSING CONVERSATIONS

(Satisfied Customers)

- Ability to Close the Conversation with Satisfaction.
- 4 Techniques for Excellent Customer Service
- 3 Ways to Show you Care.

SEEK TO UNDERSTAND

(Handling Complaints)

- How to Handle Complaints & Concerns
- Learn the 4 steps to handling complaints & concerns
- Discuss the “Don’ts to keep in Mind.”
- Video Examples of Handling Complaints & Concerns (good & bad)
- Top 5 Reasons Customers Complain
- Video Examples of Handling Angry Customers and How to Recover

MISSION

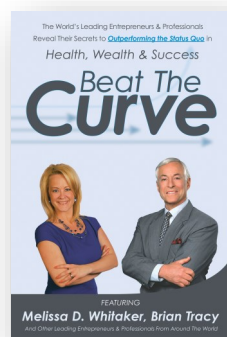
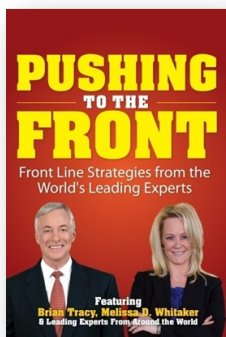
TRANSFORM YOUR CUSTOMER APPROACH

ACTION PLAN



WHAT PARTICIPANTS WILL RECEIVE:

- Customer Service Intensive Playbook
- 20 Page Comprehensive Assessment Analysis
- Step by Step Guide on what Motivates you and Demotivates you
- Customer and Colleague Decoder
- VIDEO Hands on Real Life Implementation of Tools
- Guide for Conflict Resolution
- Strategies to Increase Your Effectiveness with all Different Types of People
- Coaching by Melissa D. Whitaker & Team
- Copy of Melissa D. Whitaker’s Best Selling book “Beat the Curve”



Melissa Whitaker International, LLC

| Tel: 847.845.4922 |

www.melissawhitakerintl.com | info@melissawhitakerintl.com