



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 CUSTOMERS' 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

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## 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 listening actively?
- The importance of active listening

5

## EFFECTIVE QUESTIONING

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

# CONTENT OVERVIEW

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## 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

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## HANDLING CUSTOMERS' OBJECTIONS

- The importance of handling 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







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GROW YOUR PEOPLE,  
GROW YOUR BUSINESS

