

**MERCURI** international

# EXCELLENCE IN CUSTOMER EXPERIENCE

PROPER PROPER PROPERTER PROPERTER

.

## **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.

3

## A /

## CONTENT OVERVIEW

### **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

### THE POWER OF STORYTELLING

Why storytelling

5

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

### **ACTIVE LISTENING**

- Why listening actively?
- The importance of active listening

### **EFFECTIVE QUESTIONING**

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

MERCUR

## CONTENT OVERVIEW

6

8

### **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

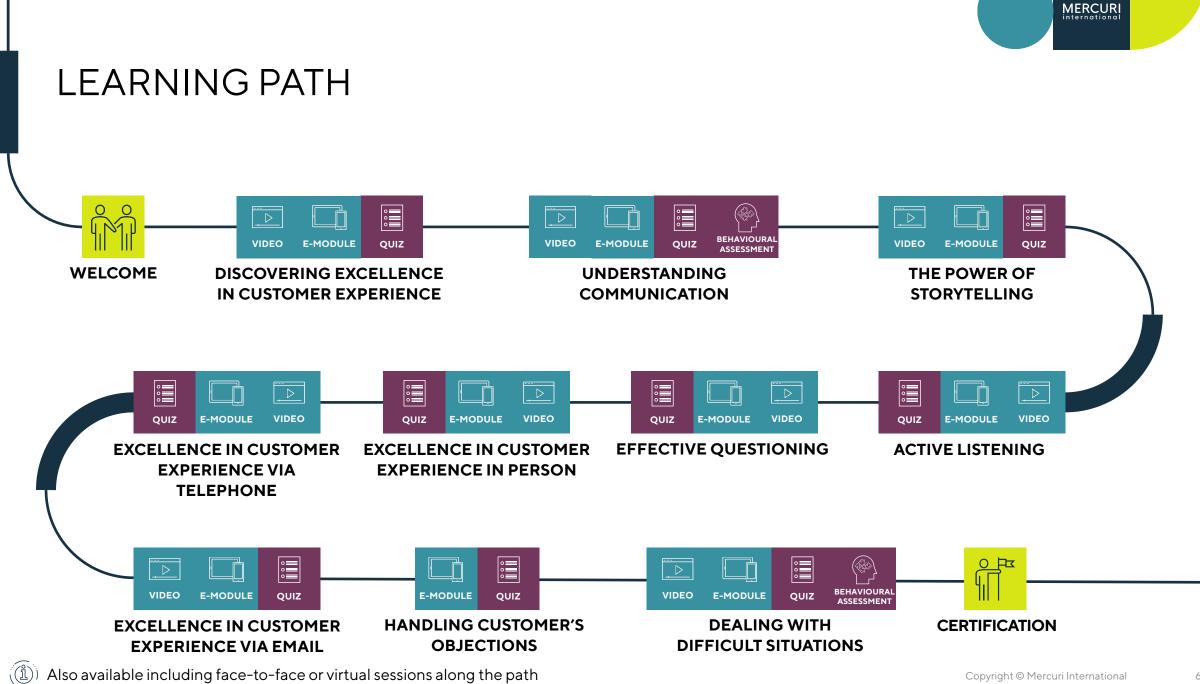
#### HANDLING CUSTOMERS' OBJECTIONS

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

### **DEALING WITH DIFFICULT SITUATIONS**

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

MERCUR



Also available including face-to-face or virtual sessions along the path

6

Mercuri International



# GROW YOUR PEOPLE, GROW YOUR BUSINESS

