

Customer Service in Manufacturing

Eight Part Series - Fall 2016

Customer Service is one of the foundations for any enduring business success. To engage the minds and hearts of everyone on your team it takes leadership and an ongoing commitment on the part of owners and managers to show, employees and clients alike, the true core of customer service.

Module 1: Attitudes for Success

Tuesday, Oct. 4, 2016 - 8:00 a.m. - 11:00 a.m.

Customer service attitude is different...it is an individual choice that everyone has the ability to make. You never get a second chance to make a good first impression. When you interact with someone who is in a foul mood or has a bad attitude, it tends to taint the entire experience.

- Assess and improve customer service attitudes
- Keep the interaction positive and low pressured
- Learn to apply attitude control principles to manage your attitude
- Build customer relationships in a friendly approach

Module 2: Build Trust, Credibility and Respect

Tuesday, Oct. 11, 2016 - 8:00 a.m. - 11:00 a.m.

Credible, trusted, respected leaders attract enthusiastic and committed followers, and people want to work for them. No single thing creates credibility or respect. Rather, a combination of things must be in place for you to establish it.

- Interpersonal skills that help develop credibility and respect
- Building expertise, transparency, becoming professional, and communicate clearly

Module 3: Manage Customer Expectations

Tuesday, Oct. 18, 2016 - 8:00 a.m. - 11:00 a.m.

Customer expectations will be influenced by a customer's perception of the product or service and can be created by previous experience, advertising, hearsay, awareness of competitors, and brand image.

- Why managing expectations is important
- Understand why Customer Satisfaction = Meeting Expectations
- Learn the keys to influencing expectations

Module 4: Complaint Resolution

Tuesday, Oct. 25, 2016 - 8:00 a.m. - 11:00 a.m.

The customer may not always be right, but he or she will always be the customer we want and we need. So we need to take control of customer complaints and turn them to our advantage.

- Resolve customer complaints
- Strengthen customer relationships

SEE REVERSE SIDE FOR ADDITIONAL MODULES

Module 5: Internal Customer Service

Tuesday, Nov. 1, 2016 - 8:00 a.m. - 11:00 a.m.

Internal customer service is the service provided to colleagues and other departments within an organization, as well as vendors and anyone else an employee interacts with to get their job done.

- “Internal customer service”
- Provide great internal customer service
- Understand why it is important

Module 6: Service to Sales

Tuesday, Nov. 8, 2016 - 8:00 a.m. - 11:00 a.m.

When customers do not buy from you, they are buying from someone else. Sooner or later, they are not your customers anymore. If a buyer places an order and is not told about peripheral products needed to make the thing work, you have lost the incremental business on that one sale and maybe every sale thereafter.

- Create a better experience and you create better value
- How to be the pre-emptive motivator
- Anticipating a customer’s needs
- Create a positive environment encouraging a long-term relationship

Module 7: Customer Follow-Through

Tuesday, Nov. 15, 2016 - 8:00 a.m. - 11:00 a.m.

Follow-through is the act of carrying out customer requests and is the final and most important step of successful customer service. Words without action are simply words. Customers want to see action, results, and proof that their requests have been heard and handled appropriately.

- Create opportunities for follow-through
- Use creative communications and interpersonal skills

Module 8: Create Loyal Customers

Tuesday, Nov. 29, 2016 - 8:00 a.m. - 11:00 a.m.

It is tempting to concentrate on making new sales or pursuing bigger accounts. But attention to your existing customers, no matter how small they are, is essential to keeping your business thriving.

- Increase loyalty
- Build relationships
- Exceed customer expectations

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COST: \$395