



# The Essential Elements of Customer Service

Working with the public is a difficult and challenging task. It is sometimes easy to allow the frustrations that can come as result of working with them and the general stress of life to keep us from creating the kind of experience they deserve and expect. What is it that will make them want to keep doing business with you?

In this training we'll look at ways to provide the kind of service that will exceed customer's expectations, allow your customers/clients to enjoy the experience, reduce attrition, and move your customer from purchaser to loyal advocate.

Participants will learn:

- The factors people judge when considering where to do business?
- The good and the bad that sets some businesses apart from others.
- The importance of recognizing and meeting (or surpassing) expectations.
- The best way to manage customers' expectations.
- What an "ideal" experience would look like to your customers.
- The little things that make a BIG difference in customer service.
- The Four P's to getting a passing grade in customer service.
- Customer's don't care about policies: they want solutions!
- You can't exceed customer expectations by just "doing your job."

*Randy makes you think, and gets you excited to implement some new ideas and develop better ways of meeting the needs of your customers.*

Tania Moody / Network General Manager / High Plains Radio Network

*Randy gave me a renewed spirit and desire for customer service. His seminar reminded me of the importance of the end result as a goal.*

Natalie Mattson / South Plains College / Levelland, TX

*This training helped me look forward to going back to my desk and doing a better job interacting with customers.*

Lenora Gerrish / Administrative Service Secretary / Frenship ISD

***Teaching the Essential Elements of Excellence for work and life!***