



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 CUSTOMER 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

1

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 listen actively?
- The importance of active listening

5

EFFECTIVE QUESTIONING

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

CONTENT OVERVIEW

6

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

7

HANDLING CUSTOMER OBJECTIONS

- The importance of handling the 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





CONTENT DESCRIPTION



STEP 1: DISCOVERING EXCELLENCE IN CUSTOMER EXPERIENCE

Why excelling in providing a customer experience?

Customers no longer base their purchase decision only on the product or service, but on all kinds of perceptions and interactions they have with a brand. The experience with the product itself is still a very important and critical touch point, but there are several other touch points along this buying journey. If at any point, the customer had a negative experience, there is a risk that they won't choose your brand next time.

In this step, the participants learn how to:

- Manage all the factors that influence the customer experience
- Focus on the customer's need and become more customer-focused
- Conquer the customer loyalty enforcing positive feelings and providing outstanding service quality



STEP 2: UNDERSTANDING COMMUNICATION

What does communication involve?

In any life situation, communication is an important feature – it's the way we create interest, influence and attract people.

In this step, the participants discover:

- The different levels of meaning in a message
- The different patterns of communication and how they affect the way messages are sent and interpreted in different situations
- Some tips for effective communication



STEP 3: THE POWER OF STORYTELLING

Use storytelling to engage the audience

The business world may seem reluctant in giving space to emotions and showing the human side of a business relationship. At the same time, we, as human beings, are social creatures and eager to connect with people and their stories, even in our business lives.

Here the participants learn how to apply the key techniques for a powerful storytelling, with the aim of:

- Conveying information in an attractive way
- Creating a deeper connection with customers
- Further influencing the customer's decision, triggering emotions



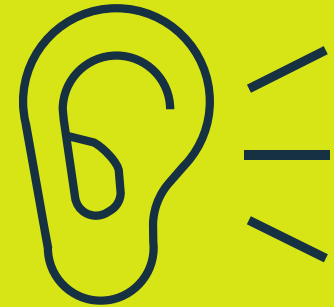
STEP 4: ACTIVE LISTENING

How to listen effectively?

Active listening is a technique that enables to better understand what people are saying, revealing the real meaning of their words and intentions.

Here participants learn how to:

- Understand the interlocutor's point of view, desires and needs
- Build better relationships while showing empathy and developing a people-centric approach
- Open their mind and see new perspectives



STEP 5: EFFECTIVE QUESTIONING

Be curious and ask questions!

Asking questions and, even more, the right questions, helps creating a special connection with people. It's a way to offer them our time and attention, making them feel important, treated nicely and understood.

Here the participants discover how to:

- Ask the right questions, choosing between the open, closed and leading options
- Funnel the questions in order to build a consistent conversation



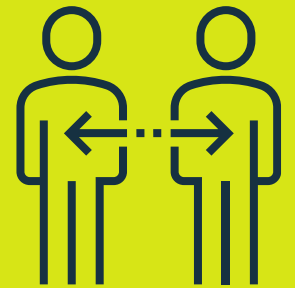
STEP 6: EXCELLENT CUSTOMER EXPERIENCE IN PERSON

How to provide an Excellent Customer Experience in person

What are the characteristics and best practices of personal communication?

Here the participants discover how to:

- Work in physical contact with customers using their body language
- Choose appropriate words
- Use the right tone of voice



STEP 7: EXCELLENT CUSTOMER EXPERIENCE VIA TELEPHONE

How to provide an Excellent Customer Experience via telephone

When communicating on the telephone, the body language factor is missing. But the first sentence a caller hears already sets the emotional path for the entire conversation.

In this step the participants learn how to:

- Structure a powerful conversation on the phone
- Use the right tone of voice
- Show empathy, respect and encouragement in a conversation



STEP 8: EXCELLENT CUSTOMER EXPERIENCE VIA EMAIL

How to provide an Excellent Customer Experience via email

Modern business communication is done via email. Depending on the job, email communication might be even more important than personal conversation or telephone contacts.

Here the participants discover how to:

- Structure a consistent email, using a professional tone and language
- Understand the key components of an effective email
- Decide when to communicate through email



STEP 9: HANDLING CUSTOMER'S OBJECTIONS

A key stage in the communication process

It's unusual not to receive an objection when dealing with customers.

Here the participants discover how to:

- Deeply understand the customer's objections and what they reveal
- Handle the customer's objections, thanks to the 7-step technique



STEP 10: DEALING WITH DIFFICULT SITUATIONS

An opportunity to make your communicative skills shine!

Challenging customer conversations are nothing to be scared of.

Here participants discover how to:

- Handle complaints in line with the best practices of customer-focused communication
- Share bad news with the customer in a tactful and professional way





Mercuri International

GROW YOUR PEOPLE,
GROW YOUR BUSINESS

