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 would like to improve their ability to provide an Excellent Customer Experience.

DURATION
Digital contents: **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 the storytelling.

4. **ACTIVE LISTENING**
   Discover how to give the customer full, undivided attention through the ability of listen actively.

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

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 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

EXCELLENCE IN CUSTOMER EXPERIENCE LEARNING PATH (DIGITAL CONTENT)

WELCOME

DISCOVERING EXCELLENCE IN CUSTOMER EXPERIENCE
VIDEO · E-MODULE · QUIZ

UNDERSTANDING COMMUNICATION
VIDEO · E-MODULE · QUIZ · BEHAVIOURAL ASSESSMENT

THE POWER OF STORYTELLING
VIDEO · E-MODULE · QUIZ

EXCELLENCE IN CUSTOMER EXPERIENCE VIA TELEPHONE
QUIZ · E-MODULE · VIDEO

EXCELLENCE IN CUSTOMER EXPERIENCE IN PERSON
QUIZ · E-MODULE · VIDEO

EFFECTIVE QUESTIONING
QUIZ · E-MODULE · VIDEO

ACTIVE LISTENING
QUIZ · E-MODULE · VIDEO

EXCELLENCE IN CUSTOMER EXPERIENCE VIA EMAIL
VIDEO · E-MODULE · QUIZ

HANDLING CUSTOMER'S OBJECTIONS
E-MODULE · QUIZ

DEALING WITH DIFFICULT SITUATIONS
VIDEO · E-MODULE · QUIZ · BEHAVIOURAL ASSESSMENT

CERTIFICATION

Also available including face-to-face or virtual sessions along the 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 linked to 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.
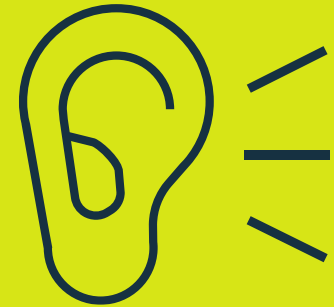
STEP 5: EFFECTIVE QUESTIONING

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 question, 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.
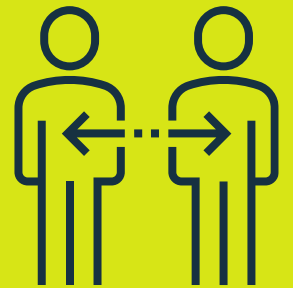
STEP 7: EXCELLENT CUSTOMER EXPERIENCE VIA TELEPHONE

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.