

Leading Customer Service Excellence For Team Leaders & Managers

11-12 September 2018



Course Description

This innovative and action packed two-day customer service workshop is a fantastic opportunity for team leaders, supervisors and service managers to come together and explore the link between a company's brand promise and the service that their team delivers as part of the customer experience. It will delve into proven results that Bridge has had with an array of clients across a variety of industries.

Brand is no longer just a marketing asset; it is an amazing development tool that can inspire people and a team culture to rally around a common purpose. This course will explore how employees of an organisation communicate the brand promise through a range of behaviour patterns utilising Emotional Intelligence and communication sciences. Through theoretical study, games, activities and role-plays, you will gain both the skills necessary to develop self and takeaways to develop your team.

By introducing the Bridge "Way" of great customer service, we empower you to lead others to offer a customer experience that both lives your company's values and delivers on the brand promise. This course caters to all levels of skill and confidence whilst balancing the group work required to map a great customer experience and link it to the values of the business.

Who should attend

Senior managers and directors in customer service, contact centres and people development and service strategists.

When

Tuesday 11 & Wednesday 12 September 2018
9:30am - 4:30pm

Where

Central London, United Kingdom

How much

£330.00 + VAT | Early bird price until 30 July
£440.00 + VAT | Regular ticket price

Includes training material and refreshments.
Discounts available for multiple bookings

Day One: Behind the brand sits the minds of great leaders

- Look behind the scenes of the Brand Leader methodology
- Redefine the meaning of brand promise and how it is used by service teams
- Find out what makes the customer experience of well-known brands successful
- Discover the connection between values and projected service personality
- Balance customer expectations, customer needs and customer experience
- Learn about the basics of Emotional Intelligence and the impact that it plays in frontline leadership
- Learn about the tools required as a leader to take on your role as a Brand Champion
- Uncover motivators to build the internal employee service community

Day Two: Moving the brand beyond marketing and into the company culture

- Utilise leadership skills to dramatically improve your personal performance as a Brand Champion
- How to translate company values into a roadmap for your people strategy
- Learn the basics of an internal employee engagement campaign
- Uncover the recipe for Brand Champion culture: Autonomy, Mastery and Purpose
- Create a Brand Champion tool kit for recruitment, induction and employee development
- Discover how to communicate your vision and gain long-term buy-in from others
- Find out what makes a successful company culture that is supported by the values of the business
- Hear innovative tips and tools to motivate others in your service team

Contact

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Bridge - your course providers

As a bespoke people agency, we work in partnership with our clients to create branded learning solutions that make a real difference to the engagement of their people. From branding, internal campaigns, training and people development to events; everything we do is carefully designed to get inside the DNA of a business. We link brand, employee behaviour, beliefs and actions to drive an outstanding customer experience. We listen to the voice of an organisation, gain insights, build storyboards and use in-house creative talent to match the needs of our clients.