



Change minds. Change business.

Leading a team to deliver Customer Service Excellence

Our work turns even the most resistant team members into brand advocates that propel your business forward.

28 September 2017
Central London

Leading a team to deliver Customer Service Excellence

This innovative one-day Customer Service workshop is a great opportunity for team leaders and service managers to come together and explore the link between a company's brand promise and the service that their team delivers. Brand is no longer just a marketing function; it is an amazing opportunity to develop people and create a team culture that can rally around a common purpose. Through theoretical study, games, activities and role plays, attendees will delve into the concept and gain the skills necessary to impress customers and teams alike.

By introducing the Bridge "Way" of great customer service, we empower participants to both deliver and lead others to offer service excellence, while catering to a mix of skill sets and confidence levels. To achieve this, the course will strike an intricate balance between the knowledge, attitude and group work required to map a great customer experience and link it back to the values of the business.

At Bridge, we believe that each learning opportunity must support bringing life to the future vision of an organisation and enhancing its customer service. We utilise your company's values - these words are translated into the projected personality of your service delivery - both internally and externally. It is this connection that customers remember and employees live through their actions. 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.

This course will offer collaborative learning that inspires creative thinking and allows you as a leader to utilise this concept as part of your people management style.

Course Highlights Include:

- Customer: emotional and practical needs
- What is customer service excellence?
- The impact of poor and good service
- The skills required to deliver service excellence
- Mindsets for service success
- Assertive communication
- Call handling, email & letter writing etiquette
- Recognising customer preferences and adapting accordingly
- Communicating authentically and building trust
- Advanced language skills
- Confidence in body language
- Active listening skills
- Questioning techniques
- Going the extra mile
- Dealing with difficult situations

From
hacked
off to
lift off.

Workshop Outline

Behind the brand sits the minds of great leaders

Morning

- Behind the scenes of the Brand Leader methodology
- Redefining the meaning of brand and how it is used by service teams
- Looking into what makes the customer service of well-known brands successful
- The connection between values and projected service personality
- Balancing customer expectations, customer needs and customer experience
- Introduction to Emotional Intelligence and the impact that it plays in leadership
- Tools required as a leader to take on your role as Brand Champion
- Motivators to building the internal employee service community

Moving the brand beyond marketing and into the company culture

Afternoon

- Utilising leadership skills to dramatically improve your performance as a Brand Champion
- Translating company values into a roadmap for people strategy
- Developing an internal employee engagement campaign
- Brand Champion culture recipe: Autonomy, Mastery and Purpose
- Creating a Brand Champion tool kit for recruitment, induction and employee development
- How to communicate your vision and gain long term buy-in from others
- What makes a successful company culture that is supported by the values of the business?
- Innovative tips and tools to motivate others in your service team



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Register now:
insidebridge.com/london

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Date: 28 September 2017

Location: Venue TBC, Central London

Time: 9:00am - 5:30pm

Cost: £345 + VAT

(includes training material & refreshments)

Who should attend: Service professionals
such as team leaders, middle managers,
HR representatives and training managers



Facilitated by Dale Smith
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