

Building Brilliant Customer Relations

Program Goals

Building Brilliant Customer Relations will equip participants to:

- › Build productive customer relationships by creating BRILLIANT TRUSTPOINTS in routine and demanding customer interactions, within the face-to-face, voice-to-voice, and mouse-to-mouse environment.
- › Look for and identify ways to work more effectively with internal business partners to build BRILLIANT CUSTOMER RELATIONS.

Why Use *Building Brilliant Customer Relations*?

Nowhere is the adage "Your people make the difference" more clear in than in the service environment. Here, every single professional represents your brand to the customer. Here, every single professional, not just your superstars, creates the experience your customer will remember, will factor in as they ponder future purchases, and will tell his or her friends about over chips and salsa. And the process happens countless times each day.

The irony is that in this high velocity environment where every person's impact can be felt, it is extremely difficult to provide a compelling and universal understanding of the desired customer experience as well as consistent skills training to equip professionals to create that experience in every customer interaction. The need to closely manage labor hours coupled with the high employee turnover rates that prevail across the service and industry bring unique challenges to developmental initiatives.

Building Brilliant Customer Relations will make a difference for your organization because it:

- › Introduces proven and practical service concepts and skills
- › Incorporates sound adult learning methods to ensure participants increase the knowledge, willingness, and ability to use the concepts and skills in their real world
- › Is real and relevant to your participants because we customize the examples and activities to reflect your operating reality.

Module By Module Learning Objectives

Building Brilliant Customer Relations comprises six 3.5-hour modules.



MODULE 1: Building Blocks of the Customer Relationship

At the completion of this module, participants will be able to:

- › Identify their customers and internal business partners.
- › Explain how customers and internal business partners form impressions at TrustPoints.
- › Detail what is important to their customers and internal business partners on the two primary levels of evaluation (People and Purpose).
- › Connect others' expectations with the quality of the relationship and customer loyalty.
- › Demonstrate simple communications skills to build trust within relationships.
- › Identify their span of control with respect to building Brilliant Customer Relationships.



MODULE 2: Enhancing Your High-Frequency Customer TrustPoints

At the completion of this module, participants will be able to:

- › Identify their high-frequency customer and internal business partner situations.
- › Apply the TrustBuilders to enhance high-frequency situations.
- › Explain the role of one's life experiences in forming expectations and how those connect to the evaluation of a discrete TrustPoint.
- › Analyze the role of word choice, voice tone, and body language in shaping TrustPoints within the face-to-face, voice-to-voice, and mouse-to-mouse realities.



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- › Communicate policies and procedures using customer-focused language.
- › Identify common ways we break trust within our high-frequency interactions and how to avoid those TrustBreakers.



MODULE 3: Easing Customer Storms

At the completion of this module, participants will be able to:

- › Identify situations when customers and internal business partners are upset or confused.
- › Analyze behavior—yours, your internal business partner's, and the customer's—through the lens of the Behavior Places and develop a strategy to ease the storm.
- › Explore the power of Choice and its connection to the Behavior Places and Span of Control.
- › Identify the sources of stress in your operating reality and develop strategies to minimize those sources.
- › Demonstrate the use of TrustBuilders to ease customer storms.
- › Identify common TrustBreakers that occur when others are upset or confused, and how we can avoid those situations.



MODULE 4: Building Effective Internal Relationships

At the completion of this module, participants will be able to:

- › Explore how internal relationships grow and the connection to TrustPoints.
- › Compare/Contrast clearly stated expectations with unclear expectations, and identify the characteristics of clearly-stated expectations.
- › Investigate the nature of commitment and compare it to the nature of compliance, complacency, and convenience.
- › Demonstrate simple techniques to clarify others' expectations and to manage their expectations by Saying What You Can Do.
- › Brainstorm effective ways to recognize the contributions of your internal business partners as you work together to deliver Brilliant Customer TrustPoints.
- › Demonstrate a four-step process to share peer feedback.

- › Outline Do's and Don'ts for accepting feedback from your internal business partners.



MODULE 5: Clarifying the Customer Need

At the completion of this module, participants will be able to:

- › Compare/Contrast the customer or internal business partner's stated need with the Purpose.
- › Use professional and trust building questioning techniques to uncover the individual's Purpose and expectations related to that Purpose.
- › Revisit the Customer Experience Map, looking for barriers to understanding and delivering the Customer's Purpose.
- › Offer customer-focused solutions and alternatives, using words that are meaningful and trust-building.
- › Share "next steps" in order to manage expectations and enhance the individual's trust level.
- › Analyze the impact of Follow-Through and Follow-Up.



MODULE 6: Customer Situation Investigation

At the completion of this module, participants will be able to:

- › Identify demanding and difficult situations when the individual may be angry and personally attacking you.
- › Understand the role of perspective in conflict and how to use this understanding to defuse demanding customer and internal business partner situations.
- › Use W Rules/G Rules to analyze demanding and difficult customer and internal business partner situations.
- › Analyze mistakes through the lens of W Rules/G Rules, Trust Fields, and Behavior Places.
- › Demonstrate a proven technique to restore trust when mistakes happen.
- › Identify murky situations when you must balance protecting the organization and building Brilliant Customer Relationships.
- › Compare/Contrast investigation techniques vs. interrogation techniques.
- › Demonstrate investigation techniques to clarify murky situations, demonstrating care and professionalism to each individual.