

4 A's Customer Service Workshop

How to be a Customer Service Superhero
Learning Programme Overview



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Overview

The 4 A's How to be a Customer Service Superhero Programme

- This overview outlines three elements for the training and shows how a blended solution of pre course work, workshop and embedding activities offer a flexible format for greater impact.
- The emphasis in the training is personal responsibility so that participants both engage with the course and understand how they can put the learning into practice back in their roles.
- In order to achieve maximum effectiveness from the training we would recommend a group size of 10-15, and ideally 12. This will ensure that the course remains interactive and that the individual needs of each participant are met.

The elements

A three part programme

Curriculum Elements

The Training Programme can be divided into 3 elements:

- Explore & Experience Service from the customers point of view
 - Pre course activity
- Classroom workshop
 - Two days of learning with activities and personal action plans
- Colleague Fitness
 - Post workshop support and embedding activity including achieving action plans

Pre course – Mystery Shop

Explore and Experience service
from the customers point of view

Explore & Experience Service from the customers point of view – Mystery Shop with purpose

- Trainees have the opportunity to Explore & Experience customer service ahead of their training.
- Carry out some evaluation of what the current customer service standards are.
- Use the observations in their workshop

This would take place over a 2 hour period with the support of an online workbook and briefing which includes:

- Mystery shopper activity in either your own or another brand
- Listening to calls to and from customers (if applicable)

Classroom

High impact facilitative learning
encouraging responsibility.

Classroom workshop

- This is a blend of face to face trainer facilitated sessions, learner driven study and practical activities. This learning will be supported with a workbook.
- Testing is built in to check colleague knowledge and understanding.
- Learning content focusing on the four key behaviours of Appearance, Attitude, Attention and Accuracy with facilitated activities.
- Personal action planning.

Curriculum

High level over view of workshop content

Session 1 and 2

Session 1 – Introduction to the 4A’s Programme:

- Agenda, learning outcomes, personal objectives

Session 2 - Why great customer service is important and introduces the 4 A’s principles.

- Who is number one for customer service and why?
- Overview of Appearance, Attitude, Attention and Accuracy.
- Buying a coat scenario – demonstration of poor customer service
- What do I do that already meets the 4 A’s principles
- Review and learning check.

Curriculum

High level over view of workshop content

Session 3 and 4

Session 3 - Appearance – How and why first impressions count

- Introduction to Appearance
- First impressions
- Body language, voice and words
- Review and learning check

Session 4 - Attitude – What part your attitude plays

- Introduction to Attitude
- Yes I can
- Taking responsibility
- Ready to help
- Taking pride
- Review and learning check

Curriculum

High level over view of workshop content

Session 5 and 6

Session 5 – Attention –Being focused and why it’s important.

- Introduction to Attention
- Are you paying attention?
- Listening
- Managing distractions
- Asking the right questions
- Back to the shop review and learning check

Session 6 – Accuracy –The role accuracy plays

- Introduction to Accuracy
- Knowledge fitness
- Right first time
- Learn from your mistakes
- Review and learning check

Curriculum

High level over view of workshop content

Session 7

Session 7 – Assessment

This final assessment module consolidates all the learning, giving an opportunity to demonstrate what has been learnt.

- Assessment questions and challenges
- Review activity and next steps action planning

Embedding

Post Training activities to keep the learning alive and become part of the culture of the business

Colleague Fitness - Post Training/ Embedding

Our experience indicates that the training course will have greatest impact on future performance if the measurement and follow-up contains two distinct elements:

- Action learning groups and
- Line manager support and coaching.

In addition we recommend regular refresher opportunities every 6 – 12 months using eLearning or planned buzz sessions throughout the year.

Action Learning is a method of ‘learning by doing’, that involves all participants sharing their experience to overcome challenges that members of the group may face in the workplace. It works best when the group remains constant in order that trust is maintained when disclosing specific (and personal) challenges, and will probably be based on the group that undertook the training courses together.

As an alternative, branch groups may be established for ease of logistics and meeting. It is recommended that Action Learning commences approximately 1 month after the end of the workshop.

Line Managers

How managers will be engaged in the learning and supported to provide post learning feedback and coaching

Line Manager Training - Overview

Running alongside the action learning groups is the support and coaching from the line manager. A suggestion for this stage of the training is as follows:

- All Line Managers will receive the same training experience as their staff with their training taking place first so they are in a position to advocate the training messages, answer any questions their staff might have and role model new behaviours with their internal customers.
- Parts of the course are specifically tailored to meet the need of managers and will support coaching and feedback activities as part of the ongoing embedding process.
- A timetable of pre, post and quarterly 1-2-1's with direct reports to support behavioural change and implement personal development plans that result from the training.

The Next Steps

How we can help

This overview gives you a flavour of the comprehensive nature of the 4 A's How to be a Customer Service Superhero workshop.

You can see that it supports learning not only in the classroom but also afterwards where it really makes a difference – as part of your changing business culture.

Is it time that you realised the huge benefits that creating great customer experiences will bring to your business.

The 4 A's Customer Service Superhero Programme

Giving your customers reason to love you

Want to try before you buy? Book a two hour taster session and we will come to your premises for free.

Letstalk@newchapterlearning.co.uk