

Customer Service Excellence Programme

What does your Customer Service say about your organisation?

This question invites reflection on whether your service experience reflects your values, culture, and commitment to excellence. Customer service is often the most visible and emotionally impactful representation of your brand - it can demonstrate trust, competence, empathy, and innovation, or it can reveal misalignment, inconsistency, and gaps in your internal culture.

SmartHR's **Customer Service Excellence Programme** is designed to align with your organisation's values and strategic objectives. The four-part programme will provide a comprehensive "temperature check" of your current customer service standards, identify key areas for improvement, and ensure service excellence is embedded in line with your organisation's values, behaviours, and objectives.

Through close collaboration, we will design a bespoke, tailored development programme that addresses your specific challenges and priorities. The outcome will be tangible, measurable improvements in customer service that reflect and reinforce your organisational culture.





The Four-Part Programme Contents

PART ONE: Customer Service Excellence Assessment

We begin by measuring the reality, not the perception, of your current customer service. The purpose of this phase is to assess the current customer service culture within your organisation by focusing on:

- **Regulations, Policies, and Procedures:** Ensuring compliance and alignment with industry standards
- **Organisational Metrics:** Analysing statistics against objectives
- **Team Skills and Knowledge:** Identifying gaps and areas for improvement
- **Upcoming Changes:** Factoring in future organisational developments
- **Values and Behaviours:** Evaluating alignment with the organisation's core values
- **Communication Methods and Software:** Reviewing tools and systems in place for efficiency

Outcome: A clear understanding of where your service stands today and what is needed to enhance it.

PART TWO: Defining and developing your Customer Service Workshop

This one-day interactive workshop sets the foundations for transformation. Together, we define where you are now and where you want to be, creating actionable plans that form the design of your customer service excellence framework. We will focus on:

- **Customer Service Objectives:** Exploring internal and external service level agreements, processing times, productivity, and quality standards - and understand why they matter
- **Current State and Areas for Development:** Identifying existing practices, areas for growth, responsibilities, and accountabilities
- **Create and Agree a Customer Service Charter:** Gaining commitment from all participants
- **Evaluate Tools and Technology:** Assessing software and reporting tools for their effectiveness
- **Enhance Resources and Environment:** Reviewing support systems to facilitate effective customer service excellence
- **Establish Review Periods:** Setting measurable goals and timelines to evaluate progress

Outcome: A tailored service framework that reflects your brand and culture. This framework will support the design of the Customer Service Excellence training workshop and will be agreed by the leadership team before it is created and delivered.



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PART THREE: Customer Service Excellence workshop delivery

Built exclusively from your Part One assessment and Part Two workshop, this training workshop is designed to address your unique challenges and opportunities - making it relevant, focused, and impactful. The bespoke workshop will be delivered to all customer focused areas of the organisation to encourage collaboration and internal relationships. The workshop contents to include:

- Understanding customer service objectives and their organisational impact
- Recognising positive versus negative impacts of service delivery
- The psychology of customer and human experiences
- Service excellence responsibilities and accountabilities within the team
- Meeting today's customer experience expectations and adapting to varying needs
- Enhancing communication skills and understanding different communication styles
- Developing problem-solving techniques for challenging situations
- Effectively managing difficult conversations, vulnerable customers, and scenarios
- Internal customer service - recognising colleagues as customers too
- Your commitment to the organisation's success and how it benefits you

Outcome: A trained, knowledgeable, and motivated workforce focused on delivering consistent and exceptional customer experiences and service excellence.

PART FOUR: Customer Service Excellence Review

The final part of the programme will review the 'before and after' of the customer service journey to evaluate the progress made. The review takes place 6 - 12 months after the training has taken place. It measures tangible change and reinforces your commitment to continuous service improvement and includes:

- Assessing the impact of the Customer Service Excellence Workshop via feedback, performance metrics, and follow-ups
- Reviewing customer retention, customer feedback, understanding the root causes of complaints, and future action planning

Outcome: Measurable, lasting improvements that align with your customer service excellence vision.



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The Customer Service Excellence Programme offers a range of benefits, including:

- Gaining insight into current levels of customer service
- Encouraging employees to openly discuss current practices and explore new practices
- Understanding commercial impact
- Opening lines of communication between employees and the leadership team
- Empowering employees to generate ideas to enhance internal and external customer service
- Encouraging honest and constructive feedback
- Helping managers identify issues and make informed decisions
- Understanding the psychology of customer experience versus human experience
- Reviewing the current customer journey and how it should look in the future
- Measuring employee commitment, satisfaction, and contentment
- Ensuring employees feel heard, particularly when ideas are put into practice
- Developing strategies and techniques to improve and maintain the services delivered
- Tracking trends and progress to enhance customer experience with tangible measurement and results
- Enabling senior leadership to make strategic decisions based on the outcomes
- Supporting productivity and employee development
- Encouraging ownership and accountability
- The opportunity to develop a bespoke customer service excellence framework tailored to your organisation



Curious about where your customer service stands - and how far it can go?

Contact us to discuss your needs or to obtain a quotation to deliver this programme

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