

# ADVISING THE CUSTOMER



## AT A GLANCE:

**Course length:** 15-20 mins

**Video length:** 2-3 mins

**Languages:** English, Chinese, Hungarian, Italian, Spanish

### Customer Service Collection

High-impact lessons for front-line teams.

### What's included?

- Bite-size videos
- Interactive exercises
- Knowledge checks
- Course leader guide
- Series infographic

## ABOUT THIS COURSE

In this course you can explore how knowing your customer and understanding their needs will help your team serve customers better. The areas covered are product knowledge, features and benefits and matching these to customers with an understanding of what is important to them. You'll also learn that the majority of your decisions affect the people in your team.

## KEY INSIGHTS

- **Finding Out What They Want** - Customers don't always know what they want.
- **Getting Into Their Head** - The customer may need something more than what they're asking for.
- **Knowing Your Stuff** - Knowing your stuff gets the customer onside.
- **Showing Them The Benefits** - Features like 'it's got auto-tension' are factual statements but they won't entice customers to buy.

“ The Video Arts programmes provide award winning content that not only crystallises the important learning points but is also engaging and memorable. ”  
Lancaster University

## WHO AND WHY

For any customer-facing members of staff dealing directly face-to-face, over the phone, or online.



## AT A GLANCE:

**Course length:** 15-20 mins

**Video length:** 2-3 mins

**Languages:** English, Chinese, French, Hungarian, Italian, Spanish

### Customer Service Collection

High-impact lessons for front-line teams.

### What's included?

- Bite-size videos
- Interactive exercises
- Knowledge checks
- Course leader guide
- Series infographic

## ABOUT THIS COURSE

By taking this short course you will gain a greater understanding of how sales and service are linked, both for your company and for your customers. The 'sale' doesn't stop when the customer has bought a product or service, and after sales care can affect future buying decisions, as well as the reputation of both you and the company you work for.

## KEY INSIGHTS

- **Company and Product Loyalty** - To the customer, you are the organisation, so don't rubbish the company. You are key to building the customer's faith in the organisation so be proud of where you work and what you do.
- **Team and Customer Loyalty** - You are part of a team, so be loyal to your colleagues - support them and what they do. Be loyal to your customers too, you are not there to judge them and it will help you get the best for them.

“ The Video Arts programmes provide award winning content that not only crystallises the important learning points but is also engaging and memorable. ”  
Lancaster University

## WHO AND WHY

For any customer-facing members of staff dealing directly face-to-face, over the phone, or online.

# COMMUNICATING EFFECTIVELY



## AT A GLANCE:

**Course length:** 15-20 mins

**Video length:** 2-3 mins

**Languages:** English, Chinese, Hungarian, Italian, Spanish

### Customer Service Collection

High-impact lessons for front-line teams.

### What's included?

- Bite-size videos
- Interactive exercises
- Knowledge checks
- Course leader guide
- Series infographic

## ABOUT THIS COURSE

This course explores the art of effective communication using good questioning techniques together with an appropriate tone and style. It covers the 6 key types of questions: open, closed, recall, rhetorical, assumptive and leading, as well as useful scenarios where they may be most effective.

## KEY INSIGHTS

- **Questioning Techniques Part 1** - To get to know your customers and their needs.
- **Questioning Techniques Part 2** - To help guide and control your customer's interest.
- **Using Your Voice Effectively** - Think about your pitch, pace and tone and use your natural voice when engaging customers.

“ The Video Arts programmes provide award winning content that not only crystallises the important learning points but is also engaging and memorable.   
Lancaster University ”

## WHO AND WHY

For any customer-facing members of staff dealing directly face-to-face, over the phone, or online.

# COMPLAINTS



## AT A GLANCE:

**Course length:** 40-60 mins

**Video length:** 25 mins

**Languages:** English, Chinese, Italian, Spanish

### Customer Service Collection

High-impact lessons for front-line teams.

### What's included?

- Bite-size videos
- Interactive exercises
- Knowledge checks
- Course leader guide
- Series infographic

## ABOUT THIS COURSE

Very few organisations get everything right on every occasion. When things go wrong, sometimes it's no-one's fault. Accidents do happen and they occur without warning. However, the problem is that customers, the most important people to any organisation, can be affected: and sometimes very badly.

...every dissatisfied customer shares their bad experience with another seven people.

## KEY INSIGHTS

Whether dealing with a complaint concerning the quality of a service or product a well-handled complaint can often achieve a great deal for your business.

*“The Video Arts programmes provide award winning content that not only crystallises the important learning points but is also engaging and memorable.”*  
Lancaster University

## WHO AND WHY

For any customer-facing members of staff dealing directly face-to-face, over the phone, or online.

# CUSTOMER TYPES



## AT A GLANCE:

**Course length:** 15-20 mins

**Video length:** 2-3 mins

**Languages:** English, Chinese, Hungarian, Italian, Spanish

### Customer Service Collection

High-impact lessons for front-line teams.

### What's included?

- Bite-size videos
- Interactive exercises
- Knowledge checks
- Course leader guide
- Series infographic

## ABOUT THIS COURSE

This course explores four common types of customer behaviour and some effective ways of dealing with them to get a constructive outcome. They include a variety of environments including retail, office and hotel settings.

## KEY INSIGHTS

- **Mr Chatty** - If you have a chatty customer, use closed questions to keep them on subject, and don't give up – even if they do drive you up the wall.
- **Mr Rude** - Never go into battle with a rude customer, that's just what they want you to do.
- **Mrs Arrogant** - Don't get cheesed off with arrogant customers. Be respectful.
- **Mrs Picky** - Never rush a picky customer. Understand the reason behind their need for extra detail.

*“The Video Arts programmes provide award winning content that not only crystallises the important learning points but is also engaging and memorable.”*  
Lancaster University

## WHO AND WHY

For any customer-facing members of staff dealing directly face-to-face, over the phone, or online.

# CUSTOMERS ON THE PHONE



## AT A GLANCE:

**Course length:** 15-20 mins

**Video length:** 2-3 mins

**Languages:** English, Chinese, Hungarian, Italian, Spanish

### Customer Service Collection

High-impact lessons for front-line teams.

### What's included?

- Bite-size videos
- Interactive exercises
- Knowledge checks
- Course leader guide
- Series infographic

## ABOUT THIS COURSE

This course looks at the structure of phone calls and how to understand them as well as use them effectively. They build on questioning techniques and cover 3 main areas.

## KEY INSIGHTS

- **Agreeing Action** - When closing the call, don't leave your customer 'lost at sea'. Agree actions and how they'll be followed up.
- **Controlling the Call** - Control your call by sticking to a structure, asking open questions when you need to and show that you are listening.
- **First Impressions on the Phone** - When you're on the phone, answer right away and use a verbal handshake. Smile as you talk, and introduce yourself.

*"The Video Arts programmes provide award winning content that not only crystalises the important learning points but is also engaging and memorable."*  
Lancaster University

## WHO AND WHY

For any customer-facing members of staff dealing directly face-to-face, over the phone, or online.

# FIRST IMPRESSIONS



## AT A GLANCE:

**Course length:** 15-20 mins

**Video length:** 2-3 mins

**Languages:** English, Chinese, Hungarian, Italian, Spanish

### Customer Service Collection

High-impact lessons for front-line teams.

### What's included?

- Bite-size videos
- Interactive exercises
- Knowledge checks
- Course leader guide
- Series infographic

## ABOUT THIS COURSE

This course explores the power of first impressions, and how to avoid poor customer service attitudes and approaches. The art of choosing your attitude, as well as leaving your emotional baggage behind and starting each day afresh are explored. The session also demonstrates the 5 monsters of customer service, and the STANCE model for creating a great first impression.

## KEY INSIGHTS

- **A Human Touch** - Remember your customers are also your guests, so acknowledge them straight away.
- **Dropping Your Emotional Baggage** - You can choose who you want to be at work.
- **How Not To Approach People** - Be aware of your body language and don't become one of the five monsters of customer service.
- **STANCE** - Make a great first impression, remember your STANCE.

“ The Video Arts programmes provide award winning content that not only crystallises the important learning points but is also engaging and memorable. ”  
Lancaster University

## WHO AND WHY

For any customer-facing members of staff dealing directly face-to-face, over the phone, or online.

# IF LOOKS COULD KILL



## AT A GLANCE:

**Course length:** 40-60 mins

**Video length:** 29 mins

**Languages:** English, Chinese, Italian, Spanish

### Customer Service Collection

High-impact lessons for front-line teams.

### What's included?

- Bite-size videos
- Interactive exercises
- Knowledge checks
- Course leader guide
- Series infographic

## ABOUT THIS COURSE

In this spoof detective case Dawn French is driven to distraction by the careless behaviour of customer service staff.

## KEY INSIGHTS

Written by behavioural expert Dr Peter Honey this video will help you deal with customers more effectively by harnessing the power of behaviour.

“ The Video Arts programmes provide award winning content that not only crystallises the important learning points but is also engaging and memorable. ”  
Lancaster University

## WHO AND WHY

For any customer-facing members of staff dealing directly face-to-face, over the phone, or online.

# ONLINE CUSTOMERS



## AT A GLANCE:

**Course length:** 15-20 mins

**Video length:** 2-3 mins

**Languages:** English, Chinese, Hungarian, Italian, Spanish

### Customer Service Collection

High-impact lessons for front-line teams.

### What's included?

- Bite-size videos
- Interactive exercises
- Knowledge checks
- Course leader guide
- Series infographic

## ABOUT THIS COURSE

This course explores the world of multi channel customer service including social media, highlighting the need for clear consistent professional communications across all channels, but also taking a look at some of the specific challenges of social media.

## KEY INSIGHTS

- **Email and Web Chat** - When emailing and in webchat, you can be more informal than you might in a letter, but don't take it too far.
- **Social Media and the Customer** - When using social media, empathise with customers publicly, but take one-to-one discussions away from the public eye.
- **Social Media and You** - On social media you're never fully off duty. Make sure you maintain high personal standards.

“ The Video Arts programmes provide award winning content that not only crystallises the important learning points but is also engaging and memorable. ”  
Lancaster University

## WHO AND WHY

For any customer-facing members of staff dealing directly face-to-face, over the phone, or online.

# SERVICE FOR SALES



## AT A GLANCE:

**Course length:** 15-20 mins

**Video length:** 2-3 mins

**Languages:** English, Chinese, Hungarian, Italian, Spanish

### Customer Service Collection

High-impact lessons for front-line teams.

### What's included?

- Bite-size videos
- Interactive exercises
- Knowledge checks
- Course leader guide
- Series infographic

## ABOUT THIS COURSE

By working through this course you'll gain a greater understanding of how sales and service are linked, both for your organisation and for your customers. The videos explore the ways to engage with customers more effectively and look at up selling and cross selling within a service scenario. The added bonus is that the customer actually gets a better service from someone who understands and meets their underlying needs.

## KEY INSIGHTS

- **Dealing With Objections** - When dealing with customer's objections, don't panic - play it cool.
- **Discovering Their Needs** - Discover the customer's need. Even they might not be sure what it is.
- **Storytelling** - Share positive stories from your customers to bring your products or services to life.

*“The Video Arts programmes provide award winning content that not only crystallises the important learning points but is also engaging and memorable.”*  
Lancaster University

## WHO AND WHY

For any customer-facing members of staff dealing directly face-to-face, over the phone, or online.

# THE POWER OF BEHAVIOUR



## AT A GLANCE:

**Course length:** 15-20 mins

**Video length:** 2-3 mins

**Languages:** English, Chinese, French, Hungarian, Italian, Spanish

### Customer Service Collection

High-impact lessons for front-line teams.

### What's included?

- Bite-size videos
- Interactive exercises
- Knowledge checks
- Course leader guide
- Series infographic

## ABOUT THIS COURSE

This module looks at the power of different behaviours on oneself and others around us. It looks at choosing different behaviours and gives strong examples to clearly show how a constructive positive approach is beneficial for customers and service people alike.

## KEY INSIGHTS

- **Behaviour Breeds Behaviour** - People mirror the behaviour of others. Your behaviour will affect how others behave, for good or bad.
- **Behaviour Can Help or Hinder** - Your behaviour can help or hinder a transaction. Think about your verbal behaviour, think about your visual behaviour.
- **Choosing Your Behaviour** - Behaviour is variable. Choosing the right kind at the moment of truth is critical.

“ The Video Arts programmes provide award winning content that not only crystallises the important learning points but is also engaging and memorable. ”  
Lancaster University

## WHO AND WHY

For any customer-facing members of staff dealing directly face-to-face, over the phone, or online.

# WHEN THINGS GO WRONG



## AT A GLANCE:

**Course length:** 15-20 mins

**Video length:** 2-3 mins

**Languages:** English, Chinese, French, Hungarian, Italian, Spanish

### Customer Service Collection

High-impact lessons for front-line teams.

### What's included?

- Bite-size videos
- Interactive exercises
- Knowledge checks
- Course leader guide
- Series infographic

## ABOUT THIS COURSE

Very few organisations get everything right on every occasion. When things go wrong sometimes, it's no-one's fault. Accidents do happen and they occur without warning. However, the problem is that customers, the most important people to any organisation, can be affected, and sometimes very badly. Knowing how to handle a customer complaint is a key skill for all customer-facing staff.

## KEY INSIGHTS

- **Asking the Right Questions** - When dealing with complaints, ask open questions to understand the issue and closed questions to confirm a resolution.
- **Getting to a Solution** - Involve the customer in the solution. Ask them what their preferred solution would be, and offer them options.
- **Listening to the Customer** - When dealing with a complaint, listen and empathise, don't sympathise.

“ The Video Arts programmes provide award winning content that not only crystallises the important learning points but is also engaging and memorable. ”  
Lancaster University

## WHO AND WHY

For any customer-facing members of staff dealing directly face-to-face, over the phone, or online.