



Delivering Impeccable Customer Service

- Facilitator Guide Excerpt

Introduction

This facilitator guide is an excerpt from the first of a three-part virtual instructor-led training series, which trained both employees and managers how to deliver impeccable customer service. The original was 45 minutes long

Slide 1



[1 minute(s), 14 seconds] [elapsed: 1 minute(s), 14 seconds]

Hi Everyone,

My name is <name and job title>, and on behalf of the ODL team, which stands for Organizational Development and Learning, I welcome you to Delivering Impeccable Customer Service CARE for Your Customers training.

I hope you all received the participant guide and have reviewed it prior to this training. If not, I have posted a copy in the chat, as well.

With your permission, we will be **recording** this training to help us improve it in future.

(Start Recording)

I would encourage everyone to have their webcams on, if possible, especially in the breakout sessions.

When you see others virtually, you create a more powerful connection, which has been shown to help with the learning experience. We value everyone's view and really want you to all be able to contribute.

In the next slide, we'll look at an overview of this training series.



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Slide 2

Training Program
Delivering Impeccable Customer Service Series

Part One
CARE for Your Customers
Customer service qualities overview and People2.0 CARE Model

Part Two
Connect with Your Customers
Customer service etiquette on phone and in email

Part Three
Impact Your Customers
Action plan based on People2.0 CARE Model

PEOPLE2.0

[0 minute(s), 52.5 seconds] [elapsed: 2 minute(s), 6.5 seconds]

Delivering Impeccable Customer Service is three-part training.

Today, we will be covering part one: *CARE for Your Customers* (**Click first tile.**) which is an overview of customer service qualities, and an introduction to the People2.0 CARE Model.

Part two of this series, *Connect with Your Customers*, will focus on the customer service etiquettes related to phone and email, based on the People2.0 CARE Model.

Part three, *Impact Your Customers*, will culminate this series and combine the lessons from part one and part two to create an action plan that you can apply to specific situations.

On the next slide, we'll look at what you will learn from this session.

Slide 3

Our Goal Today

By the end of this session, you'll be able to:

- Identify the **ingredients** of impeccable customer service
- Understand the **People2.0 CARE Model** and brainstorm practical ways to apply it

PEOPLE2.0

[0 minute(s), 19.5 seconds] [elapsed: 2 minute(s), 26 seconds]

By the end of this session, you'll be able to:

- Identify the **ingredients** of impeccable customer service
- Understand what the **CARE Model** is and brainstorm practical ways to apply it.

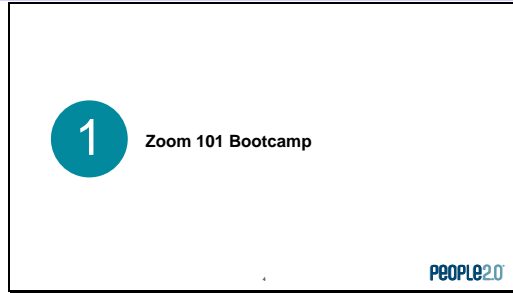
But first, let's do a quick **Zoom 101 Bootcamp**.



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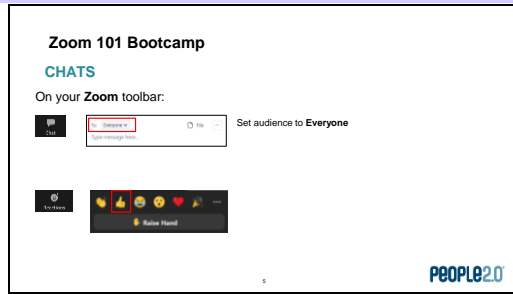
Slide 4



[0 minute(s), 26.5 seconds] [elapsed: 2 minute(s), 52.5 seconds]

(Activity) This is going to be a highly interactive session using a variety of different Zoom features. Most of you might be familiar with these features, but to provide a level playing field to everyone, we will do a quick review of the interactivity tools, so that everyone can fully participate in this session.

Slide 5

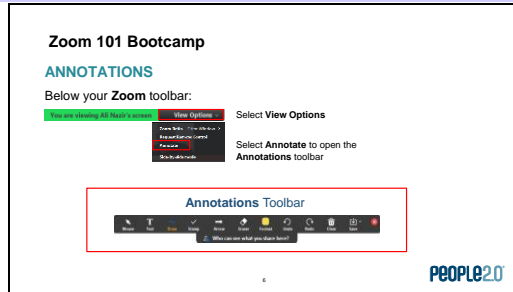


[0 minute(s), 17.5 seconds] [elapsed: 3 minute(s), 10 seconds]

(Activity) On the Zoom toolbar, click the **Chat** icon [click] and set the audience to *Everyone* [click].

[Click] Using the Reactions buttons on the same tool bar, give me a Thumbs Up to confirm your selection.

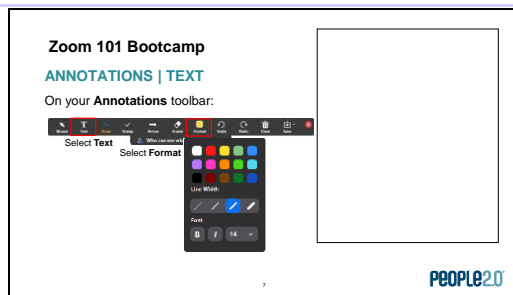
Slide 6



[0 minute(s), 12.5 seconds] [elapsed: 3 minute(s), 22.5 seconds]

(Activity) Next to the green bar on the top, that says *I'm sharing my screen*, select **View Options** [click] and **Annotate** [click] to open the annotation toolbar.

Slide 7



[1 minute(s), 7 seconds] [elapsed: 4 minute(s), 29.5 seconds]



The first thing we want to do is to change the font size so that when we annotate on the screen, we have space for everyone's remarks.

To do that, on the annotation toolbar, **select Format** [click]. The font size should default to 14. If not, please change it now, using the drop-down menu. Then, select **Text** [click].



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		<p>As a practice, place the text cursor in the box on the right side and type the name of a random object in your room.</p> <p>Once you are done typing, make sure to click the mouse button to reveal the final text on the screen.</p> <p>Now click the red “x” to close the annotation tool bar. I will now clear the screen</p> <p>Now that we have a fair understanding of this feature, we are ready to begin.</p>
Slide 8		<p>[0 minute(s), 2 seconds] [elapsed: 4 minute(s), 31.5 seconds]</p> <p>CARE for Your Customers</p>
Slide 9		<p>[0 minute(s), 23 seconds] [elapsed: 4 minute(s), 54.5 seconds]</p> <p>Good customer service answers the customer’s questions.</p> <p>Impeccable customer service anticipates them.</p> <p>Good customer service is professional and cordial, but <i>impeccable</i> customer service is <i>genuine</i>.</p> <p>Let’s take the next few minutes to talk about the qualities that distinguish average customer service from Impeccable customer service.</p>



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Slide 10

Group Activity: Customers Never Forget!

<p>Recall a poor customer service experience. What qualities/actions made the experience poor?</p>	<p>Recall a great customer service experience. What qualities/actions made the experience great?</p>
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PEOPLE2.0

[1 minute(s), 50 seconds] [elapsed: 6 minute(s), 44.5 seconds]

Consider your own experience as a customer and think about customer service experiences you will never forget.

Think about one that left a bad impression for you, such as a long wait time, then think about other experiences that were favorable, like one with a quick and accurate response.

Activity:

Next to the green bar that says, "I'm sharing my screen", select **View Options** and **Annotate**.

On the Annotations toolbar, select the **Text** button and this time, share some of the qualities and actions for each type of experience, in the appropriate box.

(As people start typing say :)

Let's take another 30 seconds to finish entering your thoughts, before we review the responses.

(Read the annotations.)

Excellent! Would someone like to elaborate on a particular quality/action and why it made the whole experience memorable for you?

(Pause for responses.)

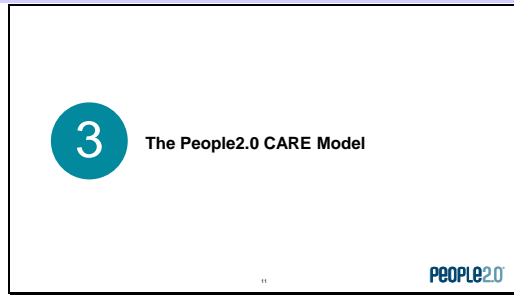
I will now clear the screen. Please click the red x on the top right of the annotation tool bar to close it.



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Slide 11



[0 minute(s), 12 seconds] [elapsed: 6 minute(s), 56.5 seconds]

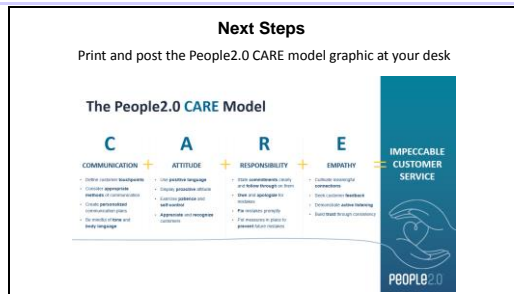
Now that we have a fair understanding of some of the qualities related to an impeccable customer service experience, let's introduce ourselves to the CARE Model.

Skip

Excerpt Only

This excerpt is for demonstration only. Slides have been removed for brevity.

Slide 21

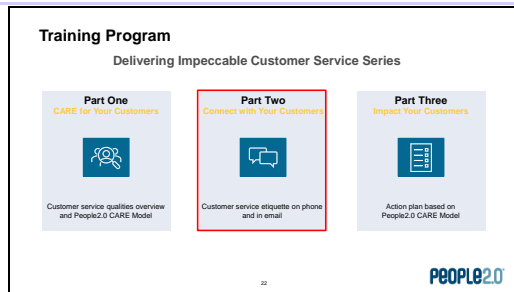


[0 minute(s), 33 seconds] [elapsed: 45 minute(s), 20.5 seconds]

The CARE model is the foundation of our entire customer service training series, and we will be referring to it often. Following this training session, you will receive a laminated copy of the CARE model to keep in front of you as you are serving your customers.

You can also print the infographic from the first page of your participant guides, to keep at your desk for reference.

Slide 22



[0 minute(s), 16.5 seconds] [elapsed: 45 minute(s), 37 seconds]

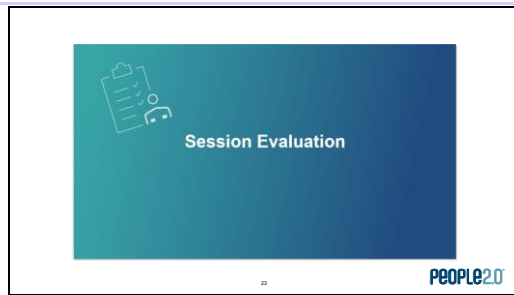
For our next session, we will be reviewing the CARE model and how it relates to phone and email etiquette, so keep an eye out for the next session in the next couple of weeks.



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Slide 23



[0 minute(s), 21 seconds] [elapsed: 45 minute(s), 58 seconds]

Before we close this session, I would like you to complete a quick evaluation.

(Paste the link to the course evaluation in the **Chat**.)

I have pasted the link to the evaluation into the **Chat** box. Click on the link to open the evaluation and complete it now.

<https://forms.office.com/>

(2-3 minutes)

Thank you for your attendance and participation today. We truly value your feedback!