

ABC's: Above and Beyond Customer Service - Improving Service Improves Your Bottom Line

Don't work harder than you need to! It costs six to ten times more - in time, money and effort - to obtain a new customer than it does to keep the one you already have. When your current customers (clients) are happy, they'll come back - and, they'll tell others. This highly interactive program teaches relevant techniques to establish the customer service mindset at the highest level of your firm or company and includes role play exercises, examples and discussion.

OBJECTIVES

Upon completion of this course, participants will be able to:

- Recognize the importance of customer service
- Understand how to improve your bottom line by satisfying current customers
- Discover the number one key to distinguishing your company or firm from the competition
- Develop a customer-focused environment within your firm, company, or department
- Avoid costly misunderstandings with customers
- Recognize that the customer isn't always right and what to do about it

HIGHLIGHTS

- Learn practical techniques to improve customer service throughout your organization
- How to exceed expectations and create memorable experiences
- Three techniques for training staff to provide exceptional service
- Seven practical methods to deal with dissatisfied customers
- How to determine what your customers really want
- Four ways to generate enthusiasm and a positive, can-do, customer-focused attitude
- Maintaining enthusiasm

DESIGNED FOR

Professionals



RECOMMENDED CPE:

8

PREREQUISITE:

None

EVENT ID:

ABCSI

COURSE LEVEL:

Intermediate

FIELD OF STUDY:

Communications

BLI CURRICULUM:

Communication Skills

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VENDOR:

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For information regarding on-site training, email aicpalearning@aicpa.org, call **800.634.6780 (Option 1)**, or visit aicpalearning.org.