

Soft-Train®



*At Soft-Train
Technology Works*

What to Say to a Porcupine (2 Days) ST00095

COURSE GOAL: To provide the student with superior techniques and methods to provide superior customer service at all levels

PREREQUISITES: NONE

LEARNING OBJECTIVES:

Upon completion of this course the student will be able to:

- Listen effectively to customer needs.
- Understand today's customer.
- Adopt a positive attitude toward customer support.
- Provide service quickly and efficiently.

KEY TOPICS:

- I. A New World: The Economics and Mechanics of Irrational Customers**
 - A.** The Bottom Line: Why Customers Experience Really Matters.
 - B.** It's Comcastic! How Times Have Changed
 - C.** Are Companies Getting the Hint
 - D.** A New Dynamic: Customers Bite Back
 - E.** The Stunning Economics of Customer Relations
 - F.** Thank You Sir. May I have Another?
 - G.** Can You Hear Me Now?
 - H.** "Real Growth": Tougher Than You Think
 - I.** The Beauty of Compound Interest in Customer Retention
 - J.** Customer Profit: Marginally Speaking

- II. Your Irrational Customers: A Look at How Our Brains Work (and Don't Work)**
 - A.** Irrational, But Not Crazy
 - B.** We Don't Think the Way We Think We Think
 - C.** Irrational About More Than Donuts
 - D.** The Best Way to Make a Decision: Sleep On It

- E. It's Evolutionary
 - F. Customers Lie to Themselves
 - G. Customers Think in Metaphors
 - H. Customers Tell Themselves Stories
- III. Brand Promises: Who or What Are You, Metaphorically Speaking?**
- A. Picture This: Using Metaphors
 - B. What's your Brand Promise
 - C. Starting at Square One
 - D. The Man in the Suit, or the Guy Next Door?
 - E. Expectations Determine Customer Satisfaction
 - F. Finding "the Nugget"
 - G. Drafting Your Brand Promise
- IV. Customer Research: Just What Are Your Customers Thinking?**
- A. Trending Toward Uncertainty
 - B. Three Reasons It's Dangerous to Rely on Surveys to Measure Satisfaction
 - C. Dissatisfied Customers Don't Speak Up
 - D. Customer's Won't Tell You the Truth
 - E. Predicting the Future, With Your Eyes Closed
 - F. Behavior is Truth
 - G. Look at the Numbers, They Don't Lie
 - H. To Really Understand, Walk in Your Customer's Shoes
- V. Prime Time: How Framing and Context Shape A Customer's Experience**
- A. Priming: A Simple Nudge Will Do
 - B. The Intended and Unintended Influences of Priming
 - C. The Business Implications of Priming
 - D. Priming and Framing
 - E. It All Matters
- VI. Irrational Ain't Stupid: The Emotional Component of High-End Purchases**
- A. The Power of the Hunch
 - B. Customers Do Their Due Diligence, Then Go with Their Gut
 - C. How Intuition Can Trump Logic
 - D. Thinking It To Death
 - E. No Matter the Product, Sell the Emotion
 - F. Buyers Lie
- VII. A Web of Issues: Online Users Know What They Like, but Can't Tell You**
- A. I Owe It All to My Computer
 - B. Doing, Not Just Reading
 - C. Determine the Brand and the Company Goals
 - D. Test, Test, Then Test
- VIII. Phoning It In: Transform Your Phone Into Powerful Moments of Truth**
- A. We've All Got Needs: Maslow and Call Centers
 - B. An Ear and a Shoulder
 - C. Online Chat: The New "Call Center"

- D. Listen, Listen, Listen
- C. Three – Start Small: The Secret Is Incremental Improvement
- D. Notes
- IX. Form or Function: The Power of Emotional Design**
 - A. Design with a Drinking Problem
 - B. Design That Touches the Human in All of Us
 - C. Irrational Design Is More Effective Design
 - D. Testing Your Designs: It's Still About Behavior
 - E. They Want It All – Until They Don't
- X. Irrational Employees: Hire for Emotion; Train for Skills**
 - A. Finding the Right People
 - B. Hiring for Emotion
 - C. Test for Behavior
 - D. Employee Engagement
 - E. Walk in the Employee's Shoes
- XI. Process This: Tying It All Together**
 - A. Why Process Is Important
 - B. The Danger of Too Little Process
 - C. Good Intentions Do Not Equal Good Process
 - D. Developing A Customer Experience Process Map
 - E. The Process to Keep Every New Customer : Onboarding
- XII. Getting Started: Three Action Steps You Need to Take First**
 - A. One – Create a Customer Experience Scoreboard; Understand Your Numbers
 - B. Two – Conduct a Customer Experience Audit