

PROVIDE GO-THE-EXTRA-MILE SERVICE

(This programme is conducted in partnership with SQ Centre)

DESCRIPTION

This unit covers knowledge and application skills in equipping service staff with the mindset to go the extra mile in providing excellent service. It involves demonstrating the qualities and characteristics of a service professional, creating a positive customer experience by offering customised and personalised service, and escalating areas of improvement that may enhance the customers' experience.

TARGET PARTICIPANTS

- Customer-facing staff
- Customer Service Representatives
- Call Centre Officers
- Store Advisors
- Service Crew

DURATION

2 days (16 hours)

LEARNING OUTCOMES

- Recognise the diverse range of customers and their needs and expectations
- Demonstrate the qualities and characteristics of a service professional when delivering go-the-extra-mile service to exceed customer expectations
- Create a positive customer experience by offering customized and personalized service in accordance with organisation guidelines
- Escalate feedback on areas of improvement to enhance the customer experience

COURSE CONTENTS

- **Recognise the diverse range of customers and their needs and expectations**
 - Understand and identify the types of customers unique to the organisation
 - Understand and identify the needs and expectations of the various groups of customers unique to the organization; with considerations for groups of customers that require special needs
- **Demonstrate the qualities and characteristics of a service professional when delivering go-the-extra-mile service to exceed customer expectations**
 - Demonstrate service behaviours that support the qualities and characteristics of a service professional
 - Understand the importance of go-the-extra-mile for service; its implied significance to oneself and the organisation
- **Create a positive customer experience by offering customized and personalized service in accordance with organisation guidelines**
 - Identify opportunities in the interactions with customers to provide delightful moments to enhance their experience with the organization
 - Apply the principles effective communication when creating the positive customer experience

BUSINESS FUTURE

C O N S U L T I N G

- Know when and what kind of customized and personalized services may be tailored to delight the customers
- Know when and how to up-sell and/or cross-sell to customers, whenever appropriate
- **Escalate feedback on areas of improvement to enhance the customer experience**
 - Understand the importance to give feedback on areas for improvement to the appropriate personnel in the organization
 - Escalate feedback on areas for improvement with relevant information such as the details of the areas for improvement, suggestions for improvement, benefits of the improvement and possible impact of the improvement

LEARNING METHODOLOGY

- Mini-lectures
- Group discussions
- Role-plays
- Quizzes
- Videos
- Case studies

ASSESSMENT

Participants are required to undertake assessments which may take the form of:

- Learning journal
- Role-play
- Oral question

Participants who fulfill all requirements will receive a Statement of Attainment (SOA) issued by the Singapore Workforce Development Agency (WDA).

COURSE FEES

WDA-funded Course Fee*	:	\$33.17 nett
Full Course Fee	:	\$331.70 nett

All fees stated are inclusive of 7% GST.

(*90% course fee support for Singaporeans/SPRs only. Conditions apply)