Customer experience: approaches and methods in customer service

Duration: 1 day
Audience: Pour tous

Who is this training for?

- Agents, receptionists, advisors, frontline staff
- Managers of public- or customer-facing teams
- Professionals wishing to strengthen their interpersonal and emotional skills in a fast-paced environment

Training objectives

- Understand the impact of emotions in the customer relationship
- Develop an active and empathetic listening posture
- Identify and respond to implicit customer expectations
- Apply techniques for de-escalation and valuing exchanges
- Offer relational continuity in an omnichannel journey integrating AI

Summary

In a world where smart technologies, digital channels and automation are redefining the customer relationship, one thing is certain: it is the human being that makes all the difference. This immersive training offers much more than learning techniques: it invites you to adopt a sustainable relational posture, focused on emotion, listening, and fluidity in an omnichannel environment. Through real-world scenarios, realistic scenarios and directly transferable tools, participants will learn to recognize implicit expectations, strengthen the human connection and embody a consistent customer experience, regardless of the channel used.

Course outline

Emotional experience & customer memory

- The emotional dimension of service

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- Impact of emotions on loyalty

Expectations throughout the customer journey

- Implicit and explicit expectations
- Expectations in a multi-channel journey
- Models of expectations : the gap with results Relational presence and management of emotions
- Posture of reception and listening
- Creating a climate of lasting trust
- P.A.C.E Model

Active listening technique and posture of benevolence

- Technique Conscious Communication : The Contribution of Neuroscience
- Understanding and Managing the Client's Emotional Reactions
- Theory U. - The 4 Levels of Listening
- Emotional Brain Map - The Role of the Amygdala

Non-Violent Communication

- Use of the Language of Needs and Assertiveness
- De-escalating Tensions with Clarity, Respect and Professionalism
- HEARD and NVC Model

Dimension of Service

- Improving the Perceived Quality at Each Step
- The 3 Pillars of Service
- Offering a coherent, fluid and warm overall experience
- P.C.P. model

The Big Five model

- Adapt your communication according to customer profiles
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Personalize the exchange to better meet expectations

- OCEAN model (in-depth)

Approach and methodology

1. Learning about oneself and the contents

2. Learning together

3. Learning in action

The workshop is very interactive, allowing participants to :

- Increase their level of engagement.
- Share and learn from the experiences of other participants.
- Use concrete examples from the workplace to reinforce learning.

Experiential activities promote the awareness essential for sustainable change, allowing the emergence of concrete and applicable knowledge. At the end of the workshop, participants make a commitment to themselves, their team, and their manager. This commitment consists of integrating the principles learned into their daily routine, thus ensuring the transfer and optimal application of knowledge.

Recommendations

- Identify real customer service situations (positive or difficult)
- Think about : your frequent interactions with customers recurring expectations or irritants
- Clarify your objectives : better manage customer emotions improve the quality of exchanges offer a smoother experience

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