

## Customer Service for Generations

***Taking your customer service beyond the generational boundaries.***

***Customer service departments are the front line of any business. Not only do they create significant impressions of organisations, they are required to effectively retain customers by keeping them satisfied at all times.***

Good service must be seen *from your customer's point of view*. What you do, how you do it, how well it must be done, proving you can do it again are all based on who the customer is.

Each generation tends to have its own definition of service. What might seem like excellent customer service to one person might be extremely offensive to another.

By examining customer service through the perspectives of the different generations, we are able to look at the attitudes of the different generations to new or 'foreign' products, what communication styles are effective, and customer service techniques will be successful in each generational context.

Understanding these generational differences is critical to those who are willing to adapt their personal styles to meet their customers' needs.

This focus unit covers the following:

- managing customer expectations
- dealing with difficult customers
- dealing with potential conflict or misunderstandings
- responding effectively to specific customer behaviours
- generational views on what good service is
- how the different generations like to receive information
- what they find offensive
- what the relationship between the server and the customer should be / what the interaction should be like
- listening skills
- persuasive language
- effective communication tools

Awareness of a customer's generation and knowing that generation's service preferences leads to excellent customer service.



**Number of delegates:** Minimum 10, maximum 40