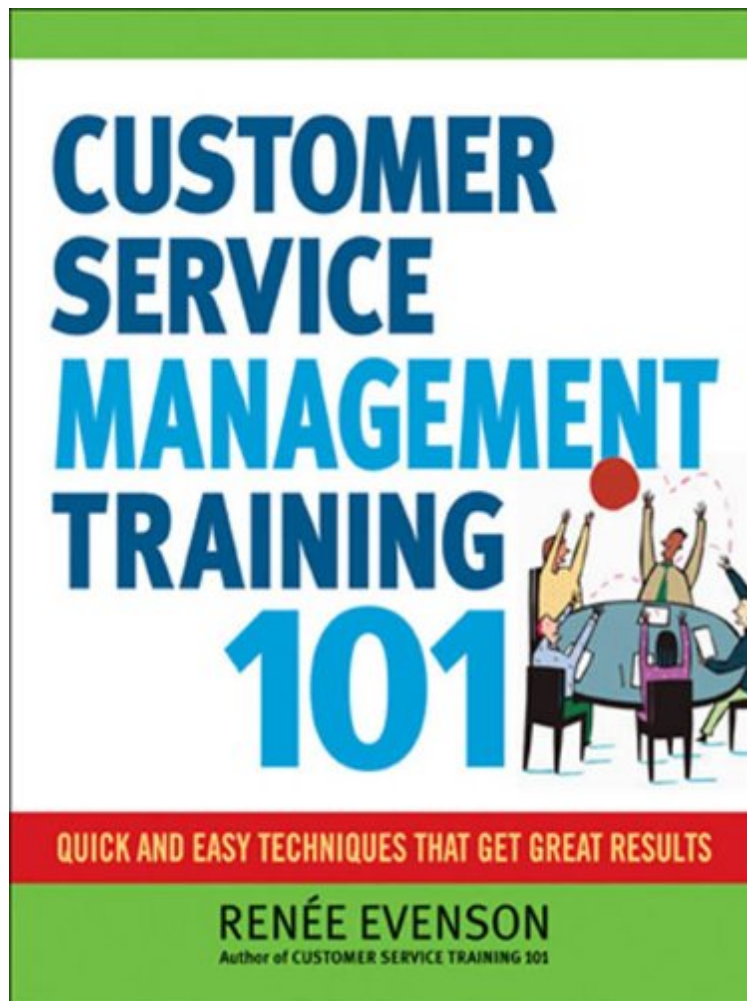


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Customer Service Management Training 101: Quick and Easy Techniques That Get Great Results

Renee EVENSON

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Renee EVENSON : Customer Service Management Training 101: Quick and Easy Techniques That Get Great Results before purchasing it in order to gauge whether or not it would be worth my time, and all praised Customer Service Management Training 101: Quick and Easy Techniques That Get Great Results:

0 of 0 people found the following review helpful. Four StarsBy SHARON QARANIVALU lot to read but valuable
1 of 1 people found the following review helpful. Solid Self-Paced Self-HelpBy Bill Keenan Renee Evenson's Customer Service Management Training 101 provides just the thing that is missing from most customer service organizations - serious attention to training at the manager/supervisor level. Many customer service managers and supervisors rise up through the ranks in customer service, and few, if any, get the type of training they need to be able to supervise, coach, motivate and manage employees effectively. Evenson's book provides a valuable introduction to

management styles and leadership qualities, as well as guidelines on communicating, training, providing feedback, and team-building, among other things. And it uses a detailed, self-paced approach that managers can put to use whether they have organizational support or not.-- Bill Keenan, Editor, Customer Service Newsletter
2 of 2 people found the following review helpful. A MUST for all managers
By Sharon Randolph-Parker
Over 30 years as a customer service manager and now owner of 2 businesses, I am still sharpening my skills. This book gives wonderful tips to new AND experienced managers. The topics in Customer Service Management Training 101 cover all aspects of managing, whether it be your time, employees, performance, goals, etc. I have not seen a book this easy to use with the "real world" situations not just the "textbook" scenerios. Every manager can use this book to improve yourself, your team and your customer satifaction results. Give your managers the tool they need.

Becoming a great customer service manager requires a mastery of skills beyond those needed by frontline employees. Filled with the same accessible, step-by-step guidance as Customer Service Training 101, this user-friendly book shows readers how to develop the skills they need to communicate, lead, train, motivate, and manage those employees responsible for customer satisfaction. Designed for new managers and veterans alike, Customer Service Management Training 101 covers essential topics, including: Planning and goal setting bull; Time management bull; Team development bull; Conflict resolution bull; Providing feedback bull; Monitoring performance bull; Conducting meetings bull; Managing challenges bull; Listening bull; Verbal, nonverbal, and written communication. Readers will learn to identify their personal management style, develop core leadership qualities, and efficiently focus on their own development as managers. Packed with checklists, ldquo;real worldrdquo; practice lessons, and examples of the right and wrong ways to do things, this is the one book every customer service manager needs to thrive.

From the Back Cover The heart of all great service is in knowing what your customers need, want, and expect. And therersquo;s no better way to get that information than from the daily interactions between customers and your service team. Well-trained service representatives turn issues into opportunities, problems into solutions, and customer interactions into new sales, repeat business, loyalty, and great word-of-mouth advertising. So a great customer service manager will have a direct, significant, and positive effect on the way his or her company is perceived by its customers. It all starts with the right learning tool: Customer Service Management Training 101. Whether you are a new manager or a veteran, the accessible, step-by-step guidance in this book is designed to help you: Manage yourself bull; Identify your own management style and create an improvement plan. How do you manage, and what are your strengths and weaknesses? bull; Develop leadership qualities. How do you rate yourself as a leader, and how do you turn your own desire to achieve into strong leadership skills? bull; Plan and organize your teamrsquo;s strategy according to tangible goals that reflect and meet customer needs. Manage other people bull; Build a cohesive team. Define your teamrsquo;s purpose, decision-making, and problem solving processes. bull; Train, develop, and manage your employees. Develop their interpersonal, technical, research, and business skillsmdash;and keep doing it. bull; Handle challenges. Anticipate problems and have plans in place to help avoid and alleviate them. bull; Communicate clearly and effectivelymdash;with team members, other managers, executives, customers, suppliers, and others. Manage for results bull; Monitor and maximize performance. bull; Motivate your employees with constructive, applicable feedback. Each chapter begins with an overview and features an example of ldquo;the wrong way to manage,rdquo; followed by step-by-step lessons illustrating what could have been done bettermdash;culminating in a ldquo;right wayrdquo; to handle similar situations in the future. The chapters also include checklists, real-world application practice lessons, and goal planners to create powerful, repeatable strategies. The better manager you are (and the more effective your service team is), the more yoursquo;ll enjoy your job and grow in it. The bookrsquo;s final chapter talks about putting your best FACE forwardmdash;that is, Focusing, Achieving, Caring, and Exemplifying. This chapter offers refreshingly practical tips for developing and improving your own professional skills, keeping positive momentum going, creating and leveraging opportunities, realizing personal goals, and making yourself even more valuable to employersmdash;now and throughout your career. Reneacute;e Evenson is a business consultant and writer specializing in organizational psycholshy;ogy in the workplace and the roles and relationships between customers, employees, and management. She is also the author of Customer Service Training 101. She has a degree in organizational psychology from Ohio University and has devoted more than thirty years to the customer service field, including her fifteen-year career as a customer service and staff manager for BellSouth. About the Author RENEacute;E EVENSON has worked in the customer service management field for over 30 years, including 15 as a customer service manager and trainer at BellSouth Telecommunications. She has a degree in organizational psychology and is the author of Customer Service Training 101 and Award-Winning Customer Service. Excerpt. copy; Reprinted by permission. All rights reserved. Introduction Why do customers take their business elsewhere? Some move away. Some are not satisfi ed with the product. Some go for competitive reasons. But the majority of customers take their business elsewhere because the business owner, manager, or frontline employee is indifferent toward them. Most of these customers will not even complain; they just wonrsquo;t come back. Great customer service isnsquo;t doing what you think your customers want; itrnsquo;s doing what your customers want. One of the biggest mistakes

businesses make is assuming they know what their customers want without getting to know their customers and their needs. Managers who ensure that they and their teams are clued in to their customers are in the best position to give exceptional service. To understand customers, you need to get close to them, stay tuned in to them, and think like them. Frontline employees are the key. They present the face of the business, so it is crucial that managers train them to interact successfully with customers. Customer service managers who know how to train effectively, follow up with observation, and provide meaningful feedback are in a great position to develop customer loyalty. Every customer service manager wants to develop strong teams in which coworkers interact well with each other and take responsibility for providing exceptional customer service. But although they understand how important customer service is, many acknowledge that their employees often do not appreciate its importance. In addition, managers often ignore employee behavior problems because they do not know how to deal with them. The sad news, for managers, is that ignoring problems will not make them go away. Ignoring problems will make customers go away. Managers interested in learning how to motivate employees to provide top-notch service will find their answers by reading *Customer Service Management Training 101*. This book teaches managers how to be effective leaders and how to develop the necessary skills to communicate, train, and inspire their frontline employees who are responsible for customer satisfaction. It is also a good teaching tool for personal skills development. *Customer Service Management Training 101* utilizes the successful format of *Customer Service Training 101*, providing step-by-step lessons to help new managers become effective leaders and veteran managers improve their skills. It is divided into three parts: managing yourself, managing others, and managing for results. Each chapter includes a skills checklist, a "real world" practice lesson, and a goal planner. Chapter topics include understanding your personal management style; developing solid leadership qualities; planning and organizing; communicating up, down, across, inside, and outside; training for excellence; building a strong team; monitoring performance; providing meaningful feedback; and finally, focusing on self-development and making yourself the best you can be. *Customer Service Management Training 101* will endure because it focuses on managing and leading frontline employees to provide exceptional customer service. While other aspects of a business undergo continual change, the fundamentals of customer service management remain the same. The most important benefit of being an effective customer service manager is increased productivity, efficiency, and job satisfaction. It is always cheaper and faster when frontline employees do the job right the first time. Satisfying an unhappy customer costs a lot more, both in dollars and time, than satisfying a customer on the first try. As a manager, your success depends not only on how well you perform, but on how well your employees perform. Your success depends on your mastery of leadership and management skills. Whether you are a new manager or a veteran, *Customer Service Management Training 101* will help you get to the top of your game—and stay there.