

Optimal Customer Understanding & Satisfaction

The Moment of Truth – when your customer comes in contact with your organization – is the defining moment for success or failure when it comes to customer satisfaction. This may be one of only a few opportunities for you to distinguish your organization from the competition. Your ability to successfully interact with customers comes from creating a customer service culture for positive customer interactions.

What

A customer service culture focuses on meeting customer needs and exceeding their expectations at every customer interaction. To achieve a customer service culture, processes in the organization are designed with the customer in mind; employees and volunteers are trained to make sure the customer feels connected, understood, important and satisfied; systems are put in place to obtain regular customer feedback about the quality of the products or services provided and the way they are delivered. Finally, feedback is utilized to improve the product or service.

Why

Organizations that have a culture focused on the customer are more likely to

- ◆ remain competitive.
- ◆ grow and sustain their business or organization.
- ◆ be proactive in meeting internal and external needs.
- ◆ have employees or volunteers that are happier and more productive.

How

Cornerstone offers a variety of tailored services on Optimal Customer Understanding and Service. These include training for individuals, consulting on customer service standards and development and implementation of customer needs assessments.

Consulting Services that Enhance Customer Service

| Topic | Snapshot |
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| F.O.C.U.S © | 1-day session covering customer service standards and successful customer interactions with pre- and post-session support |
| Customer Service Standards | creating and setting customer service standards specific to your organization with pre- and post-session support |
| Positive Interactions With Difficult Customers | strategies to deal effectively with difficult customers |
| Customer Needs | the tools to implement assessments which produce |

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| Assessment | accurate and timely feedback from your customers |
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