



# CNTI

## Commissionaires National Training Institute



## SERVICE ADVANTAGE for Customer Service Excellence

### IMPROVE THE WAY YOUR PEOPLE PROVIDE CUSTOMER SERVICE

We can help you take customer service beyond smiling and nodding—and turn your customer transactions into customer relationships. Today's customers are faced with limitless choices when it comes to spending. Each and every experience the customer has with your company helps determine whether they come back to you for their next purchase. How well does your organization deliver exceptional service that keeps them choosing to do business with you?

Our SERVICE ADVANTAGE for Customer Service Excellence is a one-day course for businesses that want to improve the customer experience, increase customer loyalty, and ultimately increase business growth. This course is ideal for:

- > HOTELS
- > RESTAURANTS
- > FINANCIAL SERVICES
- > TOURISM
- > HEALTH CARE
- > RETAIL SALES
- > SALES
- > OTHER SERVICE-BASED BUSINESSES

### What our participants are saying:

*"I think customer service is something people believe is 'easy' or 'common sense.' This course points out how important it is to truly learn how to deliver proper and outstanding customer service. Very interactive and relevant material."*

– Tyson Hennecker,  
Sales Coordinator

*"I would recommend this course to be offered to anyone who has relationships with the public. This course was great."*

– Stacy Halvorson,  
Security Professional

[www.cnti.ca](http://www.cnti.ca)

## WHY TAKE THIS COURSE?

Our SERVICE ADVANTAGE course is about attitude. It's about taking ownership of the situation, listening, and going the extra mile. This course will demonstrate how you can learn to read customers' needs and behaviour carefully, so that you can further the relationship and promote customer loyalty. Unlike other customer service courses, our course will go beyond the basics of friendly service, and tackle how to deliver exceptional, long-term customer service. Our course can contribute to an improved customer experience and lead to business growth. And not only that, but the valuable human relations skills taught here will help improve relationships in all areas of the workplace, including peer-to-peer.

## WHAT PARTICIPANTS WILL LEAVE WITH

The curriculum is based on successful customer service methods and is enhanced by leading-edge human relations principles. Through short presentations, discussions, and group work, participants will gain an understanding of how to create positive and lasting customer relationships. Upon completion, participants will be able to:

- > Understand the components of service delivery;
- > Appreciate how a focus on the customer leads to human relations skills;
- > Relate to how individuals react to their own history, intent and norms;
- > Determine what contributes to a communication breakdown;
- > Utilize the five components of outstanding customer service: Reliability; Assurance; Tangibles; Empathy; and Responsiveness;
- > Correct behavioural and attitudinal assumptions;
- > Develop an action plan to implement this new knowledge.

## WHO SHOULD ATTEND?

SERVICE ADVANTAGE for Customer Service Excellence is a course that will benefit anyone seeking to improve their ability to offer outstanding customer service, including individuals in a customer-facing role and those who supervise this role. This course will also benefit individuals who wish to improve workplace relationships.

## COURSE LOCATIONS

Courses can be delivered at your workplace or at state-of-the-art Commissionaires training campuses across Canada.

## COURSE SCHEDULE DURATION AND COST

This is a one-day course. For course schedules and pricing, contact one of our training professionals at [info@commissionaires.ca](mailto:info@commissionaires.ca) or 888 688 0715.

## WHY COMMISSIONAIRES?

Commissionaires is known for our excellence in training. Our training is delivered by subject matter experts who are trained facilitators with extensive real life, relevant experiences. Our courses have extremely high success rates for completion, and graduates can bring that success to the organizations they work with.

## HOW TO REGISTER

Contact one of our training professionals today at [info@commissionaires.ca](mailto:info@commissionaires.ca) or 888 688 0715 to register for training and to schedule the start date of your course.

## CUSTOMIZED PROGRAMS

Additionally, we can develop a custom curriculum to suit the precise needs of your trainees and deliver it where and when you need it. Contact us for more information.

