

The MAGIC® of Customer Relations

INTRODUCTION	<p>Make A Great Impression on your Customers and deliver meaningful and memorable customer experiences. When you choose to create a true MAGIC culture, you will build trust, strengthen relationships and increase loyalty.</p>
COURSE OBJECTIVE	<p>Develop your associates' ability to deliver exceptional service to every customer—external or internal. Whether that interaction occurs in a contact center, an office, a retail establishment, or in a customer's home, MAGIC addresses your unique phone and face-to-face contacts.</p>
COURSE CONTENT	<p>Four interactive modules address the skills and attitudes needed to create high-quality experiences for every customer and employee:</p> <p>Develop the MAGIC Mindset of Service</p> <ul style="list-style-type: none"> • Explore what exceptional service is from the customer's perspective • Define the MAGIC standard of communication <p>Establish MAGIC Relationships with Others</p> <ul style="list-style-type: none"> • Create the right impression through words, tone, and visual choices • Restore and strengthen relationships through listening and empathy • Build security and trust with MAGIC phrases <p>Express MAGIC Accountability</p> <ul style="list-style-type: none"> • Discover "the real issue" through listening and questioning skills • Express commitments and agreements by using clear and specific language <p>Handling Difficult Situations with MAGIC</p> <ul style="list-style-type: none"> • Use The Five MAGIC Steps to handle complaints and challenging situations • Keep cool under pressure by managing your perception and your response • Measure the quality of each contact with The 33 Points of MAGIC Standard
WHAT THIS MEANS TO YOU	<ul style="list-style-type: none"> • Increase associates' confidence in their ability to handle difficult situations • Reduce time spent on unproductive detours in customer conversations • Create a contagious, customer-focused culture where associates embrace a service mindset and model it in every touchpoint • Deliver consistently exceptional service experiences and achieve measurable results
TRAINING METHOD	<p><i>Flexible:</i> Deliver in consecutive half-days or in two days, one day, or via webinar</p> <p><i>Customized:</i> Realistic job-related scenarios are created for recorded skill practices</p> <p><i>Individualized Coaching:</i> Behaviorally-specific feedback is provided to each participant for performance improvement in the class and on the job</p> <p><i>Free Online Reinforcement:</i> Participants receive a free three-month license to access three MAGIC Workouts, our online reinforcement tool.</p>
DURATION	<p>The course is two days in length and can be adjusted to fit client needs.</p>