



## Behaviour at the customer

...service technicians are the face of your company towards customers

Service technicians are the face of your company towards customers. They significantly contribute to customer satisfaction as well as being an important factor for service success. Therefore, every service employee with direct customer contact should be aware about his/ her impact on customer retention. A professional appearance of service technicians contributes to increased customer satisfaction/ loyalty and has a positive impact on service sales and profits.

### Contents:

- Basic communications skills
- Successful communication techniques for different customer types
- Guideline for customer-oriented behaviour before, during and after a service visit
- Handling of complaints and unsatisfied customers on site
- Practical exercises for a prompt implementation of the learned methods
- Presentation of your company's and service USPs by the technician

### Your benefits:

#### In the seminar you will learn, how to...

- handle different customer types
- implement the most important rules for a successful customer communication
- confidently manage unsatisfied customers and complaints
- behave professionally before, during and after a service visit
- differentiate yourself and your service positively from competitors

### Target group:

Service managers, service technicians

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after sales service projects and several thousand training participants.**