



Customer Service Training

Design a Branded Customer Experience!

In today's customer-focused marketplace, service is a critical driver of customer retention and profitable growth.

A key to ensuring customer loyalty lies in creating a predictably positive experience for customers—every time they call or visit your collision repair center.

By delivering on their service promise successfully at every opportunity, effective organizations *go beyond customer satisfaction*, **ultimately earning customer loyalty.**

This one-day, hands-on workshop will teach anyone who interacts with the customer the methods they must have in order to receive, understand, help, and keep customers.

Sherwin-Williams' Achieving Service Excellence™¹ course teaches skills and practices that allow individual employees to intentionally and consistently provide impeccable service to internal and external customers.

Who should attend? Customer Service Representatives, Estimators, Managers, and Shop Owners

Course Objective: To provide the participant with the skills, information, and tools necessary to provide a memorable customer interaction process.

Topics Covered: Service Expectations, Driving Principles, Service Recovery, Effective Communication, Critical Factors for Customer Loyalty, Service Quality, Customer Interaction Cycle, High-Gain Questioning Techniques, Reliable Processes

Cost: \$295.00 / A-Plus Shops: A-Plus Points can be used for this training course.

Course Length: 7.5 Hours / Hands-on Workshop Format

Class Size: 12 attendees minimum, 20 maximum

Sherwin-Williams Automotive Finishes



Collision Repair Specialists