

Technicians: optimize your customer relations



RC-14 2 Days (14 Hours)

Description

Technicians contribute very strongly to the company's brand image when their relational service is as successful as their technical intervention. This training of technicians in customer relations, more relevant than ever, demystifies their 'commercial' role. Better equipped for customer communication, the technician increases the impact of his interventions. In addition to its technical added value, it leaves the customer with the memory of a reassuring presence and remarkable quality of service.

Who is this training for ?

For whom

Technician, maintenance or commissioning agent, and any after-sales service actor face-to-face with customers. Works manager, operating staff in face-to-face contact with customers.

Prerequisites

- Already, or soon, be in face-to-face contact with customers.
- For technicians working by telephone, it is advisable to follow the training ["Hotline - Helpdesk: succeed in taking decisions 'calls'"](#) (ref. 6589).

Training objectives

- Satisfy with the service provided to the customer.
- Build customer loyalty through the quality of the relationship.
- Manage complaints and disputes commercially.

Training program

Représenter sa société dès la prise de contact

- Integrate the dual challenge of the technician: satisfy through the service provided to the customer; build loyalty through the quality of the relationship.
- Master the X 0 of the first moments of the relationship.
- Successfully make contact: presentation; words that build confidence.

Recueillir les informations avant l'intervention

- Carry out the technical diagnosis.
- Personalize the relationship: listen actively; stay close while avoiding jargon.
- Take a 'solution' approach: from the diagnosis of needs to technical intervention.

Répondre à la demande du client

- Give a demonstration.
- Simply explain the problem and propose solutions.
- Reply to the objection without aggression or timidity.

Renforcer la relation avant de partir

- Dare to say no to an 'offside' request while preserving the relationship.
- Review the intervention with the client.
- Take leave leaving a 'last good impression'.

Traiter les situations délicates

- Deal with the aggressive, bad faith, contemptuous customer...
- Assert yourself gently when the customer exerts pressure.
- Take into account the request to maintain the relationship.
- Manage the complaint.