

THE 8A'S OF SERVICE



CUSTOMER SERVICE

It takes years of experience to understand and engage customers with the right approach. This programme is designed to fill a skills gap that many sales professionals have. Through this highly interactive programme, staff will learn how to execute the "8As of Service". While intuitive on the surface, there are hidden tricks that participants will learn to leverage. Many staff have been failing to do the basic things like knowing products and listening attentively.

These fundamentals are relevant for those urgently looking to bring their sales and customer service game to the next level. Through role-plays, reflections and examples, participants are brought into the world of the customer. They will learn to spot how they, as staff, can meet the customers' needs. Every employee has the potential to engage meaningfully with the customer. This training would help to turn that engagement into tangible sales.

LEARNING OUTCOMES

- Understand what customers look out for in the service provider.
- Learn the skills associated with providing superior service by employing the 8A's Framework.
- Explore the tricks of effective communication.



PROGRAMME HIGHLIGHTS

- The Ultimate Shopping Experience
- The 8A's of Superior Service
 - Approach
 - Appearance
 - Ambience
 - Assistance
 - Attitude
 - Acquisition
 - Aftersales
 - Advocacy



METHODOLOGY

- Group Discussions & Reflection
- Interactive Learning
- Hands-on Application



TARGET AUDIENCE

- Customer-facing staff
- Retail Staff
- Service Quality Managers
- Client Relations Teams



DURATION

2 Days

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