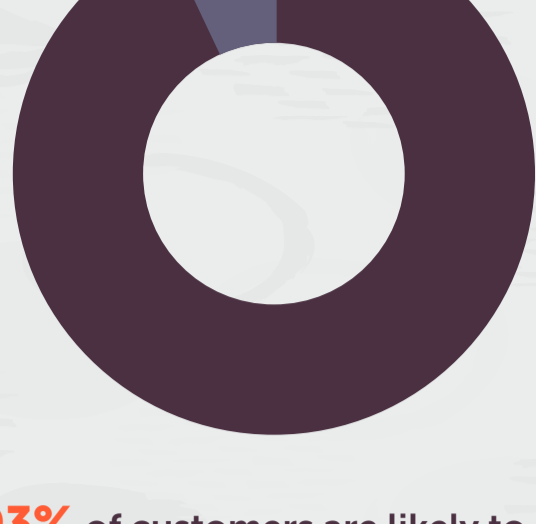




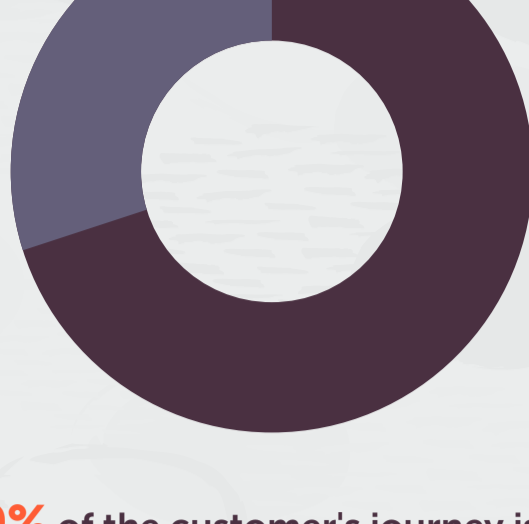
Customer Service Essentials

Now, more than ever, improving customer satisfaction should be a top priority for organizations, considering that **90%** of Americans use customer service as a factor in deciding whether or not to do business with a company.³

POSITIVE CUSTOMER EXPERIENCES = POSITIVE RESULTS



93% of customers are likely to make repeat purchases with companies who offer excellent customer service.⁴



70% of the customer's journey is based on how the customer feels they are being treated.⁵

POOR CUSTOMER SERVICE CAN BE COSTLY

If consumers are willing to spend **17%** more on a company that has outstanding customer service², imagine how much money businesses may be losing due to inadequate customer service.

You don't actually have to imagine that number because, according to Accenture, **\$1.6 trillion** is lost by American companies due to customers experiencing inadequate customer service and switching to competitors.¹



Q: How do you improve your customer service to spark meaningful change?

A: Tailored, engaging training from experienced trainers.

OUR COURSE: CUSTOMER SERVICE ESSENTIALS

Our **Customer Service Essentials (CSE)** training is designed to increase the confidence of your team members while achieving exceptional customer service. The intention is to teach new skills, refresh existing competencies and offer new approaches to challenging situations.

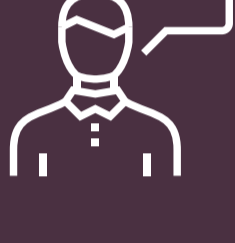
CSE is ideal for any department or team interested in better communication skills with external customers and internal coworkers over the phone, face-to-face, or online. This course will empower your team members to make every interaction a productive and successful one.

OUR APPROACH

Our trainers use **customized, real-life examples** that go beyond theory. Only Bonfire's in-person on-site training provides a deep dive approach to your organization's challenges and strengths so your team can learn how to apply relevant customer service techniques to any situation.



Real-life examples



Personalized curriculum designed to meet desired outcomes



Face-to-face, in-person interactions



Fun, interactive group activities

Through our CSE program, we implement activities surrounding many customer service topics, such as:

- Create positive first impressions
- Build and maintain rapport
- Rephrase negative information to reduce resistance
- Best practices for in-person, email, and chat
- Understand when and how to use empathy
- Personal responsibility and ownership mentality
- Avoid common communication pitfalls
- Strategies for handling difficult customers
- Guide and control every conversation
- Tools and tips for positive communication



BUSINESS OUTCOMES

68% of customers said the service representative was key to a recent positive service experience. Your team members are your direct line to your customers, so it's essential that they can learn the crucial communication tactics they need to foster success.

After Bonfire's CSE training, your organization can expect:

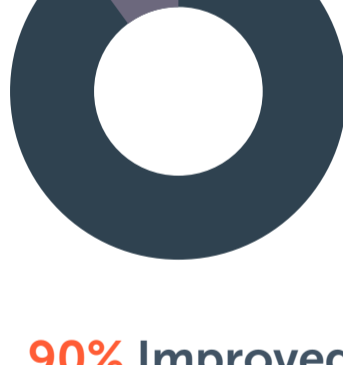
- Fewer customer complaints
- More self-reliant and empowered employees
- Improved customer satisfaction
- Consistency of excellent service
- Improved team morale
- Breaking down silos

THE BONFIRE DIFFERENCE

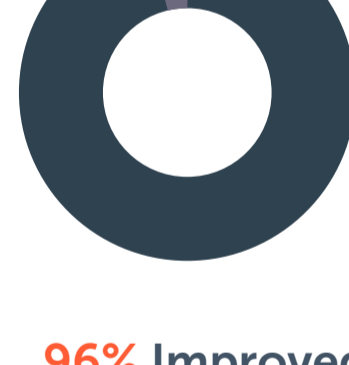
Our experienced instructional designers and trainers have partnered with more than **2,000** clients on this course. When we asked our clients how the training impacted their business, they were happy to tell us that they experienced:



97% Improved customer satisfaction



90% Improved employee morale



96% Improved consistency of service provided to customers

But don't take it from us...

“Bonfire Training helps **sharpen** the essential customer service skills and foundational elements that all contact centers need to be **successful**.”

“**99%** of the employees who attended the training have never had any type of customer service training and after just a few days **employee morale** is up and the way they are speaking with customers and handling their complaints has changed in a **positive** way. I plan on having Bonfire come back every year to continue improving our employees' customer service.”

“Bonfire has a **passionate** staff that believes in the content and it shows. The way the people at Bonfire relate and speak to the audience they are addressing is **outstanding** and a critical reason why we selected Bonfire.”

GET STARTED TODAY

With Customer Service Essentials, your team will know how to transform every interaction into a positive customer service experience.

With effective training, organizations can create an atmosphere of well-being that leads to improvement both in terms of customer experience, and to incremental gains across every facet of operation and development.

Getting started is easy with Bonfire Training. Give us a call and we'll show you how customer service training and good communication skills light the way for loyal, satisfied customers and employees.

CONTACT US TODAY!
bonfiretraining.com
 800.888.4893



Sources
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