



Increase loyal
customers and
create a unique
service experience



Silega Care™

Customer Service



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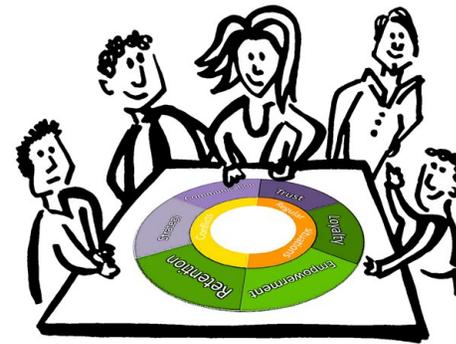
Companies spend millions of dollars advertising their brand, but the customer experience is what defines success. Although most managers understand service concepts, they have a difficult time applying them at their level of the organization.

The experience:

Silega Care™ simulates two months of business operations. Participants take part in an engaging, high-impact business simulation designed to help them discover and implement key factors for creating an outstanding customer experience. They must deal with common pressures and obstacles, resolve conflicts, create trust, and achieve measurable results. Together, they discover the relationship between different service elements and how to implement them in the real-world environment.

Main objectives:

- Transform service culture and boost results
- Develop a better understanding of explicit and implicit customer needs
- Improve internal communication
- Help people see their individual role in servicing customers
- Create alignment across the organization towards better service
- Establish a common vision for service excellence
- Implement a unified approach to creating memorable service experiences
- Increase customer satisfaction and loyalty by handling requests more efficiently
- Create a proactive and positive attitude when servicing customers
- Build trust and loyalty in suspicious times



Key lessons:

Silega Care™ is a business simulation and a repeatable service system that guarantees better customer engagement. Participants learn:

- How to evaluate the cost of poor service and the rewards of outstanding service
- The key elements of outstanding customer service
- How to better listen and understand the customer's real concerns
- How to truly appreciate customers and their importance to business success
- How to handle problematic situations with customers and regain trust
- The key components of effective communication and how to avoid misunderstanding
- How to measure and grow the level of relationships with customers
- Practical ways to improve both internal and external service
- How to improve productivity and save costs when dealing with customers?
- Ways to positively surprise customers and exceed expectations

Typical applications:

- Customer service and sales training
- Conferences and seminars, including annual meetings

84%

of companies believe they have above-average service. A recent survey shows that 84% of companies think their service is superior, yet according to customer opinion polls less than one-fifth of all businesses have an above-average service level.

Practical details

Format:

Business Simulation

Number of participants:

5 to 80+

Participants

Frontline customer service staff, customer service managers and directors, sales force and sales managers, areas that have interactions with customers or service such areas

Duration:

4 hours

Versions:

Retail, B2B, services, financial, pharmaceutical

Competencies:

Conflict management, customer focus, timely decision making, ethics and values, listening, motivating others, negotiating, patience, presentation skills, problem solving, understanding others

