Motivation
Empirical evidences show, that 30% of the service quality perceived by customers are driven by the ability of the service provider to interact professionally. In a world, where it is no longer enough to satisfy customers with your service, professionally interacting with them is an inexpensive and at the same time very effective way to go beyond customer satisfaction and delight your customers.

To understand how you should act as a service provider, you need to understand the basic characteristics of a service: Intangibility (not so important for the following thoughts) and the integration of the customer (as service external resource).

The integration of the customer as external resource into the service (delivery) process implies that the customer is a critical success factor for the quality of the service outcome. Think about consulting projects. How can you do your job as a consultant properly, if the customers’ employees do not support you. It’s like going to a barber job and shaking the head all the time…

Professional customer interaction in service gives you the ability to lead your customer through the service delivery process by persuasion! And Persuasion is the effort to influence others to shift their attitudes or behavior in a direction that results in positive outcomes for both parties. But be aware, persuasion is happening in two directions. Other people are trying to persuade you as well…

Learning Objectives
Students will learn that…
1. …they have the need to apply persuasion techniques while they encounter internal or external customers in their professional life.
2. …persuasion is the effort to make other people follow them through the service delivery process.
3. …they need to apply four different groups of methods and tools of persuasion: Impress, Intimate, Impact, and Influence.

Content
Impress: It is important to make a good (first and lasting) impression. Just be likeable.
Intimate: You have to adapt to the client’s behavior. This will help your clients to feel comfortable, and when people feel comfortable, they are more cooperative, creative and generous.
Impact: Learn how to use communication techniques to convince others. These techniques make customers feel they’re being understood and treated like “Kings”. In reality, they are being gently guided through the service process just as you want them to be.
Influence: We humans like to act instinctively, rather than over-thinking things. With the help of socio-psychological effects, you can use this to influence customers to your own advantage.
Applied methods

- Micro Learning: 30 micro learning videos (3min. each) will give you the theoretical insight into the four fields of professional customer interaction. Each video will explain why the topic is important, how it works and how you can start practicing. This is a self-guided learning approach.
- Experiential learning: Depending on the number of students in this course there will be up to two days of practicing the different tools and methods of professional customer interaction. Then the theoretical background will be derived and structured based on your experience during the self-guided learning phase and the simulations during those days.

Literature

- Carnegi, D.: How To Win Friends And Influence People, 2010
- Kahnemann, D.: Thinking Fast and Slow, 2012
- Merrill, David W.: Personal Styles & Effective Performance, 1981, Reprint