



# THE 8 FOOTPRINTS OF EXCELLENT CUSTOMER SERVICE FOR FRANCHISES

"Every footprint tells a story." - Anonymous

This customer service training course provides a comprehensive overview of how to provide excellent service to customers. Participants will learn the basics of customer relationship management, communication strategies, and problem-solving techniques to ensure customer satisfaction. They will also be exposed to methods for delivering excellent customer service in different situations, as well as ways to handle difficult customer conversations. In addition, participants will gain an understanding of the importance of customer feedback and how to use this information to make service improvements. By the end of the course, participants will be equipped with the skills to effectively navigate customer service interactions, establishing stronger relationships with customers.

## Key Course Content:

- Critique franchise customer service case studies.
- Understand how expectations are formed in the minds of customers.
- Break away from a 'blame Head Office mentality' and reap the benefits.
- Reframe negative thoughts about Head Office.
- Identify and substitute negative vocabulary.
- Deliver positive customer experiences.
- Feel more connected with Head Office activities.
- Anticipate customer struggle points and influence better outcomes.
- Build more connections with Head Office and customers.
- Tally and reduce the amount of customer complaints.
- Remove the #1 cause of franchisee dysfunction.



## Target Audience:

The course can be tailored for the specific cohort whether it be the leadership team, another group of managers/team leaders or employees.



## Duration:

This course is available as a 1-day course or a truncated half-day course.



## Delivery:

This course can be delivered both in-person or virtually. For virtual delivery, we can use our virtual platforms or your organisations.



## Group Size:

We recommend a group size of 4-10 people.