

Feb 01

13:30

■ Building the service mind and the business manners demanded by the company

There are “physical services” and “human services”. In this occasion we are put the focus on the “human service” and understand the importance of the “human service” and through this training we hope the attendees can understand about the Japanese-style business mind and the business manners demanded by the Japanese companies.

- What are business manners that demanded by the company
- Importance of the business manners
- Company philosophy, mission identification～service’s concepts

①The understanding of Value / Vision / Mission

②The understanding of service’s concept

- Concrete Example fo the Service Learned from the Different Industries:

“The good / bad services that you received so far” “What kind of service that can impress the customers”

③The understanding of CS～CD concept

- CS : Customer Satisfaction
- CD : Customer Delight

【Group Discussion】

16:30

■ FIVE PRINCIPLES OF MANNERS TO BUILD TRUST

Understand the necessities and concrete points of “the bases of manners” which smoothen relationships..

- ♦ Five principles of manners:
 - a) first impression and greeting
 - b) self-expression training
 - c) appearance check
 - d) three points of choosing your words / bases of honorific language
 - e) internal / external attitudes

[lecture / exercise]

Feb 02

13:30

■ Warming-up

- Reviewing the previous contents

■ ELOQUENT BUSINESS ACTIONS THAT RAISE "CUSTOMER SATISFACTION"

Develop skills to convey eloquent business actions that deliver a sense of trust to customers and show consideration in various business scenes.

- basic actions: standing / bowing / walking
- applied actions: ways of handling money and items / pointing out / guiding etc.
- consciousness of "opening, warming, advancing" and timing in business actions

[lecture / exercise]

■ RESPONDING TO FOCUS CHANGES: FIRMLY GETTING A HOLD OF CUSTOMER'S SELF-ORIENTED MINDSET

In their self-oriented minds, customers hold inside them a constant desire to feel that "The customer is highest priority." In order to move one step up from "customer satisfaction" to "customer being moved," it is necessary to have the communication ability to move one step ahead and focus constantly on the customer. Understand the customer mindset of wanting to feel "secured" and "reliable" and practice realistically how to approach more closely to the customer's needs.

- the 6 great customer mindset: expectation to be welcomed / desire to be exclusive / desire to feel superior / desire to be imitated / desire not to feel a loss / self-centeredness
- example practices: "In this situation, the customer's feeling is..."

[lecture / exercise]

■ INTERNAL COMMUNICATION AT THE WORKPLACE

Strive to create a pleasant working environment and enhance a desirable existence of "guidance and advice," the artery of the workplace.

- importance of "horenso" (reporting, contacting, and consulting)
- dissemination of information
- acceptance of guidance and ways of reporting

[lecture / simulation exercise]

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