



Excelling in Customer Service

delivered by:



Programme Overview

The most important asset in any business is its customers. Once the preserve of the sales team, first line customer contact is now the norm for many service staff at all levels. And the customers' perceptions of the organisation are based largely on the impression they have of the person they deal with first.

Customers must feel that they are valued but service staff have to balance saying 'yes' to all demands (and setting unrealistic expectations) with the interests of all parties including their employers.

This programme is designed to get delegates to think about the problems and issues in dealing with customers and to develop a more professional, caring and focussed approach to customer service.

Aim

To develop the communication skills of the delegates in order to build relationships and present a more professional image to both customers and internal departments.

Programme Objectives

By the end of the programme delegates will:

- Have increased awareness of the key role they play in representing the company opposite customers
- Be aware of the importance of interpersonal skills (questioning, listening and non-verbal), and develop a strategy to be more effective in these areas
- Be able to quickly estimate the customer's expectations and manage to exceed them
- Understand that their job is fixing the customer as well as the machine.
- Understand how to prepare for customer calls and meetings.
- Have developed confidence in handling sensitive issues and difficult clients
- Be able to build relationships and show responsibility to others internally in their organisation
- Understand the importance of seeking opportunities to add value and know how to develop new business and demonstrate value to the customer

Course suitable for:

- Anyone who has regular contact with customers either on a face-to-face basis or on the telephone
- Anyone providing a service to customers

Duration: 2 Days



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Key Topics

- Customer awareness
- Understand your customer
- The importance of customer care
- Establishing needs
- Meeting and exceeding service expectations
- Handling difficult customers
- Giving bad news
- The cost of poor service
- What makes you different?
- Creating loyalty
- Developing relationships
- Handling customer meetings
- Managing perceptions
- Getting customer feedback
- Outpacing your competitors
- The service culture
- Continuous improvement
- Adding value
- Developing business opportunities
- Using the telephone effectively

Maximum number of delegates: 12

Cost: Members - 2.5 units, £375 +VAT
Non-members - £562.50 +VAT

To register please email the Training Co-ordinator on registrations@thelearningcollaboration.com