

EXCELLENT CUSTOMER SERVICE

1-day Course

OVERALL AIM:

This course is designed to help delegates understand the importance of customer service avoiding common pitfalls highlighting effective and efficient techniques in answering the telephone and therefore projecting a professional company image to the outside world.

WHO SHOULD PARTICIPATE:

All staff who have **telephone and face-to-face** contact within the business world, in particular those who have direct contact with customers.

COURSE OBJECTIVES:

By the end of this course participants will be able to:

- Appreciate the key elements of service and consequences of poor service and recognise the skills & qualities essential to deliver excellent service
- Be able to see service through the customer's eyes and realise opportunities for giving excellent service
- Have an understanding of the Customer Supplier Chain, respecting our colleagues and working together to deliver excellent service
- Recognise the importance of first impressions and projecting a professional image at all times and learn how to be a perfect ambassador for your company.
- Be aware of the do's and don'ts on the telephone, setting telephone standards and maintaining standards and consistent service.
- Will have practised gathering information and taking messages accurately.
- Have an appreciation of verbal and non-verbal communication, barriers to effective communication, questioning skills and listening techniques.
- Be able to listen, showing empathy and agreeing a way forward.

COURSE CONTENT:

- Introduction and Objectives: Course objectives are handed out and delegates are asked for their objectives
- What is Customer Care?
- Customer Expectations: Cycles of Service and Moments of Truth – What the Customer buys
- Presenting Yourself – Importance of first impressions
- Colleagues are customers too – the quality iceberg
- Communicating with Colleagues & Customers
- Telephone Tactics
- Message Taking
- Dealing with Difficult Situations – dealing with complaints
- Review & Action Plan