



Customer Service

Course Overview

Delivering excellent customer service is essential to the success and indeed the survival of all types of organisation. This highly practical one day course will provide the skills and techniques enabling employees to rise to the challenges of meeting customer needs and expectations. It will also provide a forum for discussing customer service issues and identifying ideas for improving the quality of customer service delivery in your business.

Who should attend

Anyone who interacts with customers in their day to day job will benefit from developing skills and confidence for dealing with the ever-increasing demands made by customers.

Course Objectives

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

- Explain the main elements of professional customer service
- Outline the needs and expectations of customers (internal and external)
- Identify ways of improving the quality of the customer experience
- Understand the personal impact they can have on customers and how attitudes make the difference
- Use a range of skills for communicating effectively with customers
- Deal constructively with difficult customer interactions and tricky situations

Course Content

- Defining the importance of customer service from different points of view
- Exploring customer experiences and what makes the difference
- Clarifying customer needs and expectations
- Understanding the connections between internal and external customers

- Exploring attitudes to customers and how these affect standards of service
- Awareness of barriers to communicating with customers – face to face, on the telephone and in writing
- Overview of essential communication skills for dealing with customers
- Focus on questioning, listening and responding skills
- How to build rapport and improve customer relations
- Use of language and how to influence customer behaviour
- How to deal with customer complaints using the CLEAR technique
- Customer feedback and continuous improvement
- Personal action notes and transferring learning to the workplace

Reviews

“Excellent delivery. Group activities very informal which made for a relaxed atmosphere and excellent way to emphasise our roles in the workplace towards our customers.” AC, Albacore

“Very relevant. Really good course for anyone who is either just started a job in customer service or a refresher for people who have been working for a long time.” SH, Albacore

“Many thanks for making the session enjoyable and reinforcing why the internal and external customer is so very important to an organisation.” GW, Safedem

“Very impressed with the day’s activities. All in all I would certainly say the day’s training was a success.” SL, Gorbals Recycles

“Very enjoyable day. Lots of practical tips for dealing with customers and improving service.” CM, Fishers Service Ltd

“The course was very helpful with plenty of opportunities for questions and discussion. Also very useful course booklet for future reference.” CS, NHS, Scotland