

RESULTS DRIVEN CUSTOMER SERVICE

COURSE OUTLINE

01428 741 482
capitaltraining.com



 **6 HOURS**

DELIVERY METHOD: FACE TO FACE OR VIRTUAL

Audience

This course is designed for staff in a frontline, customer facing role. It provides an opportunity to step back and identify what is involved in delivering high quality customer service, and how to achieve this in your role.

Pre-Requisites:

None

Course Objectives:

By the end of this workshop the delegate will have learned the following:-

- Identify and apply the five pillars of GREAT customer service
- Provide excellent service for a diverse range of customers
- Guard against providing poor levels of service
- Define who your customers are and what they need
- Make a great first impression on your customers
- Build effective relationships with your customers
- Respond effectively to customer feedback and complaints
- Respond effectively to 'difficult' customer behaviours
- Use positive language when dealing with customers
- Take responsibility for a service which will delight your customers





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DELIVERY METHOD: FACE TO FACE OR VIRTUAL

Course Content

- Who are your customers – identifying who relies on the services provided by your organisation
- Understanding your customers and their diverse needs – recognising that every customer is unique, while ensuring that you meet the needs of a range of customer groups including those with a range of needs and disabilities
- The five pillars of GREAT customer service:
 - Greeting your customer in a friendly tone of voice and with a smile (even when you're on the phone!)
 - Relating to the customer, by showing a genuine interest in them and their problem or query
 - Empathising with them, by trying to understand how things appear from their point of view
 - Asking questions, so you can develop a full understanding of their issue
 - Taking action, to resolve the customer's issue as quickly and as fully as possible
- First impressions – how to ensure that you and your organisation make the right first impression on your customers
- Building relationships – how to develop effective working relationships with your customers, and set appropriate boundaries
- Responding positively to customer feedback and complaints – how to obtain balanced customer feedback; non-defensive reactions to feedback and complaints, using them as opportunities to learn and improve service
- 'Difficult' customers – who are they? What do we find difficult about their behaviour? What lies behind that behaviour? How greater understanding can enable better service, so that their needs can be identified and met
- Using positive language with customers
- Taking responsibility for resolving customer problems and providing high quality service

