



Excellent Customer Service (In a Nutshell)

Half-day Workshop Outline

Whatever the organisation, excellent customer service is the basis for sustained success - whether profit making or not-for-profit, all organisations are held accountable for their customers' satisfaction. Whether the customer is external, and purchasing/receiving products or services, or internal, and dependent on colleagues for the provision of information or services, meeting the expectations of customers is key to survival. When there is customer loyalty, the customer retention rate is high and business results tend to follow. Conversely, dissatisfied customers are believed to tell eight to sixteen others by word of mouth about their dissatisfaction, or thousands of others through the internet.

This workshop will enable participants to meet the ever-increasing needs of their customers. It will show participants how to make a good first impression, and how to develop and maintain ongoing relationships based on trust and high quality communication that will bring long-term success to the organisation.

KEY AIMS

1. To enable participants to operate confidently and competently by developing key Customer Service skills
2. To focus on key issues and challenges relating to providing Excellent Customer Service, such as: making a good first impression, identifying and meeting customer needs and expectations, and dealing with "difficult" customers
3. To introduce and promote the benefits of using an effective model of Customer Service
4. To enable participants to increase awareness of their personal style, and the effect on their relationship with their customers
5. To facilitate the development of strategies for improving participants' personal approach and building on their natural style

KEY BENEFITS

Participants will:

- Have a better understanding of their customers' needs
- Become more customer focussed in their work
- Become more aware of the link between good customer service and organisational success
- Handle "difficult" customers more effectively and confidently

Organisations will:

- Immediately improve customer service levels
- Generate a significant difference in customer perception
- Improve sales results

FEEDBACK

- “It helped me be more aware of who my customers are and the importance of knowing what they need and how to keep them satisfied”
- “The course was well structured, and the facilitator gave excellent examples and played the devil’s advocate well”
- “I learnt how to deal with attitudes over the phone and also to be honest and listen more”
- “It was an excellent course and I did learn a lot”
- “It introduced new ways and ideas of customer service and how it also involves the workforce as customers!”
- “It helped reinforce how fundamental standards are to company success”
- The overall framework provided was excellent - all my expectations were met”

OUTLINE PROGRAMME

- **What is Customer Service?** – Identifying the tangible and intangible aspects of customer care, including making a good first impression, developing and maintaining an effective on-going relationship, and dealing effectively and professionally with difficulties and complaints.
- **Improving customer relations through effective communication** – Assessing the importance of using good communication skills to forge positive customer relationships, and considering how we influence the behaviour of our customers through our own behaviour.
- **Identifying and meeting customer needs** - Assessing the needs of different customers and what is required in order to meet these needs. Includes learning how to listen actively, even when on the telephone.
- **Dealing with “difficult” customers** – Using simple yet effective techniques to deal with difficult incidents/difficult relationships
- **Handling customer complaints** - Examining the cause of customer complaints and the principles for dealing with them effectively.
- **Action Planning** - Identifying continuing personal development needs and extending learning into the workplace.

COST

We understand that training is an investment - not just in terms of the cost, but also in time. We are therefore committed to providing excellent value by ensuring that our half-day workshops are competitively priced.

Fees are £197 + VAT per person

Fees are fully inclusive of:

- Workshop tuition / materials / handouts
- Refreshments
- Personal action planning

CONTACT

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