

Customer Services/Customer Care

The **impression made by front-line staff** can have a **major impact** on business success. **No customers- no business!** The standard of **service needs to be consistent and effective** for all customers. With the aim on attracting customers through a high level of service and more importantly maintaining these customers by continuing the service level, **course focus on providing the service your customers want**. Delegates are encouraged to see the **importance of their role, and build on their individual skills**.

Objectives

Understand the value of service in a competitive market, and feel motivated by their individual role

Identify and appreciate what customers really want and appreciate and how to deliver to customer needs

Communicate with customers to achieve effective outcomes

Handle awkward situations in an appropriate and successful way

Audience

This course is designed for **individuals working in Customer Services or Customer Care orientated environments**.

Duration

This is **one or two-day Customer Services/Customer Care** course. The course starts at **09:30** and runs until **16:30**. **Alternate timings** can be arranged upon request. The course can be held on a **date that suits you**.

Location

Our **Customer Services/Customer Care** course can be run at **our training venue near Liverpool Street (London)** or any preferred location in the **UK or Europe**.

Customer Services/Customer Care Course Outline

The relevance and role of Customer Service

What is good service?

Managing expectations

How you make a difference

Creating a positive first impression

Understanding your customers

Why people buy people?

Communication styles

Techniques for effective listening & questioning

Building skills face to face or on the telephone

Handling anger and conflict effectively

Turning complaints into positive