

An Introduction to Customer Service - Putting the Customer First

1 Day ICS1

OVERVIEW

This workshop inspires participants to think about the customer service they provide and learn how to apply best practice techniques to develop and support long-lasting customer service relationships.

This practical course will provide them and their organisation with an overview of the best practice skills required to exceed their customers' expectations. They will have the opportunity to observe and practice live customer handling skills and leave the course with a personal action plan for delighting customers, both internal and external. They will also take away a practical customer service handbook to use to help them remember the key skills and techniques from the course.

DESIGNED FOR

This is an introductory course for frontline staff, with little or no formal training, who are in direct contact with either internal or external customers, and are required to manage a range of customer expectations.

LEARNING OUTCOMES

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

- Examine the effects of good and bad customer service on customer loyalty.
- Investigate their personal impact on customers.
- Manage customer expectations and demands effectively.
- Deliver a first class customer experience within a range of different situations.
- Recognise how a change in their behaviour can increase customer loyalty.

TOPICS COVERED

Customer-centric Focus

- Finding out what your customers want and need
- Putting customer needs first
- Making the customer feel special and valued

The Customised Service Experience

- What does 'customer excellence' really look like?
- Putting it to the test
- Feedback and review

Understanding your Personal Impact

- What impression do you create?
- Positive words, tone and body language
- Establishing rapport

Understanding Customer Requirements

- Identifying the customer's real problem(s)
- Asking the right questions - TED technique
- Showing real empathy - ensuring the customer feels listened to

Remaining Calm Under Pressure

- Extremes of behaviour - aggressive, sociable, cautious
- Understanding behavioural change
- What to say or do. What not to say or do

EXTRA NOTES

An equivalent course is available in Arabic. Please call us for details.