



# Customer Service (full day)

## Course Outline

This course aims to ensure that participants have both the understanding to improve their customer service and effectiveness in achieving results in the short and long term.

### Content modules:

#### Understanding

- Why serve our customers?
- What makes a good customer service experience
- The customer relationship
- Customer needs – What do they really want?
- What a customer is in your business
- How customers experience your business
- Creating a customer action plan

#### Impact

- Of poor customer service on you and the business
- Of problem resolution – blame and responsibility vs. owning issues
- Of complaint management
- Of first and last impressions
- Of your reactions and emotions
- Of team work and creating a customer driven team

#### Skills

- Active listening
- Engaging customers
- Emotional intelligence
- Conflict management
- Defusing difficult situations

- Interpersonal skills
- Telephone techniques
- Communication

#### Managing

- Complaints
- Feedback and suggestions
- Process improvements
- Difficult customers – how to effectively deal with them
- Emotions
- Expectations, promises and timeframes

### Learning outcomes:

- Looking at customers with new eyes
- Adopting the customers' perspective
- Responding to customer needs
- Understanding difficult customers
- Dealing with customers' emotions
- Managing own emotions

### Learning styles:

- Lecture/seminar
- Large group participation
- Case studies
- Small group break-outs
- Role plays

*"What I enjoyed most about the session was how the presenter involved those present with activities and group discussion."*

*"The course provider was very clear, helpful and delivered very valuable advice."*

*"Well presented and thought provoking."*