

Providing Excellent Customer Service – Course Outline

Duration: 1 day

Course Description

Providing excellent customer service is crucial to build partnerships, customer loyalty and encourage new business.

"Every company's greatest assets are its customers, because without customers there is no company. A satisfied customer is the best business strategy of all."

Michael LeBoeuf, Business author and former management professor.

The aim of this course is to provide delegates with the skills to confidently and effectively deliver a great customer service experience for your clients; whilst presenting and maintaining a professional and positive image for your business.

Course Outline

The Benefits of Excellent Customer Service

- Customer Loyalty
- Enhanced Public Image
- Positive Workforce
- Customer service as a marketing tool

What Customers Want and Expect

- Exploring the individual needs of the customer
- Understanding customer expectations
- Developing confidence when dealing with challenging customers

Attitudes and Perceptions

- Communication Styles & Skills
- Face to Face/Telephone/Email/Internet
- Mindsets
- Building Rapport

Getting the Basics Consistently Right

- Action Plans/Challenges

Who Should Attend

This course is ideal for any manager or staff that either works at the front line of customer service, interacting with the general public/clients/customers by working either on a helpline, reception desk or colleagues face-to-face.

Training Process

Presentation, group exercises and open discussions to reinforce delegate's knowledge.