

## Looking After Challenging Customers: Delivering Great Customer Service (Part 2)

### Course Outline

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**Duration:** 3 Hours

**Course Description:** This course is designed for anyone involved in customer service, especially face to face with customers. This session is also ideal for managers of customer service teams. Part 2 works harder on managing difficult customers and complaint handling.

**Pre-requisites:** Attendees should work in a customer service environment. Although attendance at “delivering great customer service part 1” is not compulsory, it will be beneficial.

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#### What will it cover?

- Review of “delivering great customer service part 1”
  - The link between good customer service and business success
- The importance of gathering customer feedback
  - The customer loyalty ladder
  - The danger of dissatisfied customers that don't complain
- Identifying different types of difficult customers
  - Identifying and understanding different customer needs
  - Putting ourselves in the customers' shoes
- Dealing with customer complaints and challenges
  - Strategies for success
  - Turning complaints into compliments
- How to recover from a painful customer experience
  - Helping yourself and your colleagues
  - Learning from complaints to make improvements
- Customer service as part of every job role
  - Managing your time so you can provide great customer service alongside other job tasks
  - Social media and the link to customer service