

1 – 2 Day Programme

A programme for individuals who want to deliver first class customer care for their organisation.

This programme has been developed around the customer focus cycle and has been designed to blend existing customer service skills with the strategically aligned approach of 'Customer Care'. This programme provides participants with an understanding of the strategic importance of customer service excellence and its contribution towards the achievement of business goals and the bottom line.

This programme is interactive and participants are encouraged to share their own experiences from the workplace with others and to provide feedback to other participants on their progress. Participants will be provided with a selection of advanced tools and techniques that can be applied back at work to deliver excellent customer care.

Programme Content

- Principles of excellence in customer care
- The strategic role of customer care in organisations
- Identifying customer needs
- Strategies for delivering customer needs and exceeding their requirements
- Eliminating barriers to delivering excellence in customer care
- Using advanced communication techniques to develop relationships and build trust
- Dealing with difficult customer situations and getting a positive outcome
- Developing long term, mutually beneficial customer relationships

Additional Benefits

Participants attending this programme will receive:

- A full colour reference manual
- A customer service checklist and toolkit pack



Business Benefits

By the end of the programme participants will be able to:

- Apply the principles of excellence in customer care
- Take a strategic approach to customer care in their organisation
- Identify, meet and exceed customer requirements
- Use a variety of tools to get customer relationships to win / win outcomes
- Build rapport using a variety of advanced communication techniques
- Deal with difficult situations and manage them to get a positive outcome
- Develop strategies for effectively managing and maintaining long term customer relationships

Testimonials

"A refreshing approach to customer service"

"The right balance of individual and group work — I found the case studies particularly useful"