

Customer Care

This course is for all personnel who deal with their customers in-person or on the telephone. This course concentrates on key service principles and will develop vital face-to-face customer handling skills. It will help delegates communicate more effectively with their customers – improving their image, professionalism and customer relationships.

A mixture of input and discussions makes this a lively and motivating event. A workshop atmosphere is encouraged with all delegates contributing ideas for discussion. Delegates will undertake self-assessment and have an opportunity to practise new skills and techniques within a supportive environment.

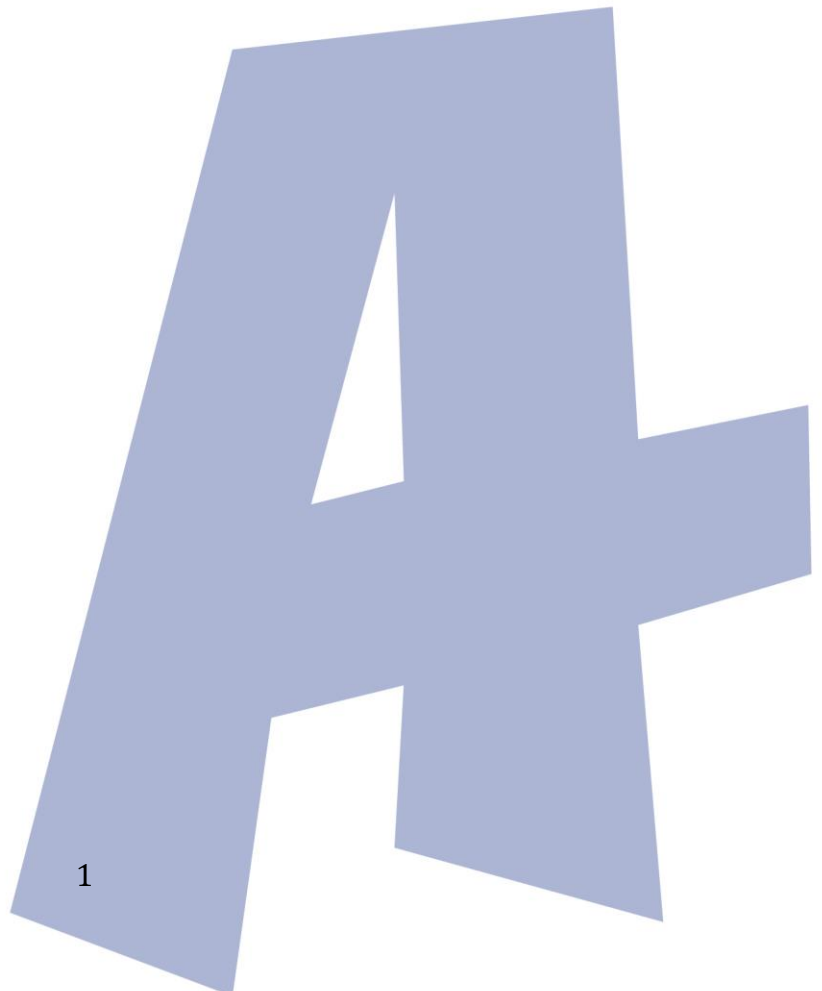
Who will the course benefit?

Anyone who communicates face-to-face with internal or external customers.

Course Objectives

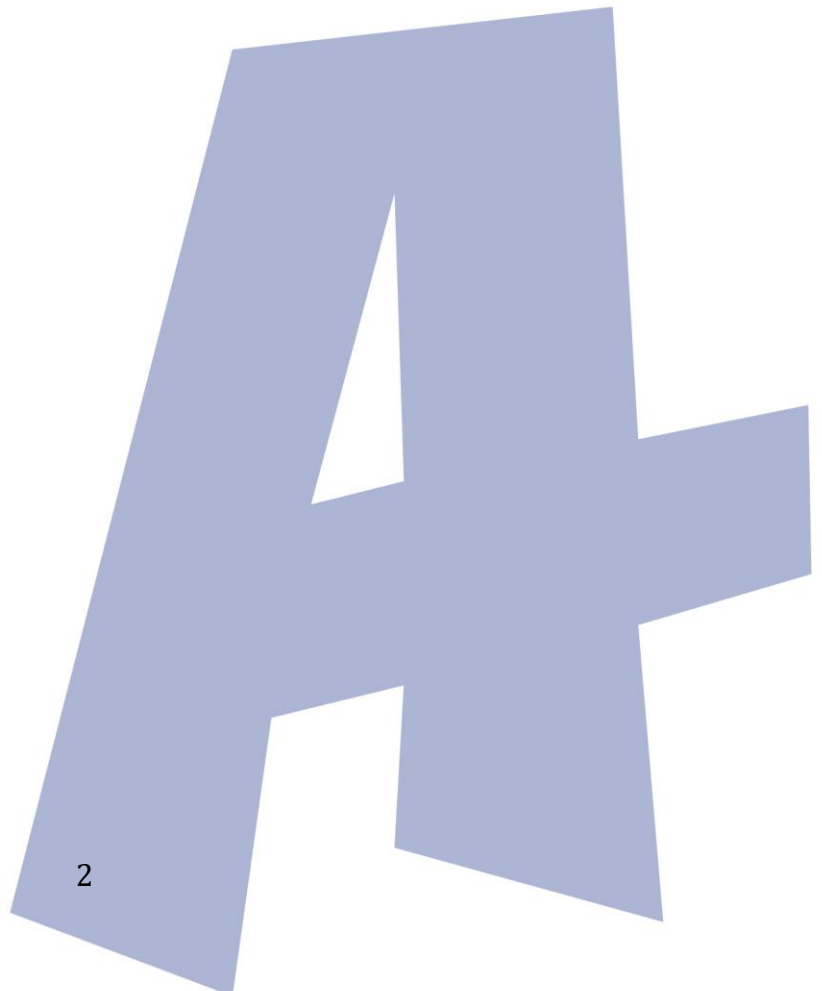
To provide the necessary skills to give excellent customer service.

Course Duration: 2 days



This course will enable delegates to:

- Understand the meaning and importance of customer service
- Understand the basis of effective customer communication
- Use a range of communications skills that will satisfy customers
- Deal more effectively with angry and difficult customers
- Develop knowledge of known service concepts
- Handle complaints
- Understand and demonstrate transactional analysis
- Develop in depth interpersonal skills
- Understand that first impressions count
- Develop a personal action plan



Course Content

The Company Ambassador

- First and creating the right impression
- Appearance, attitude, approach

Project the Right Image

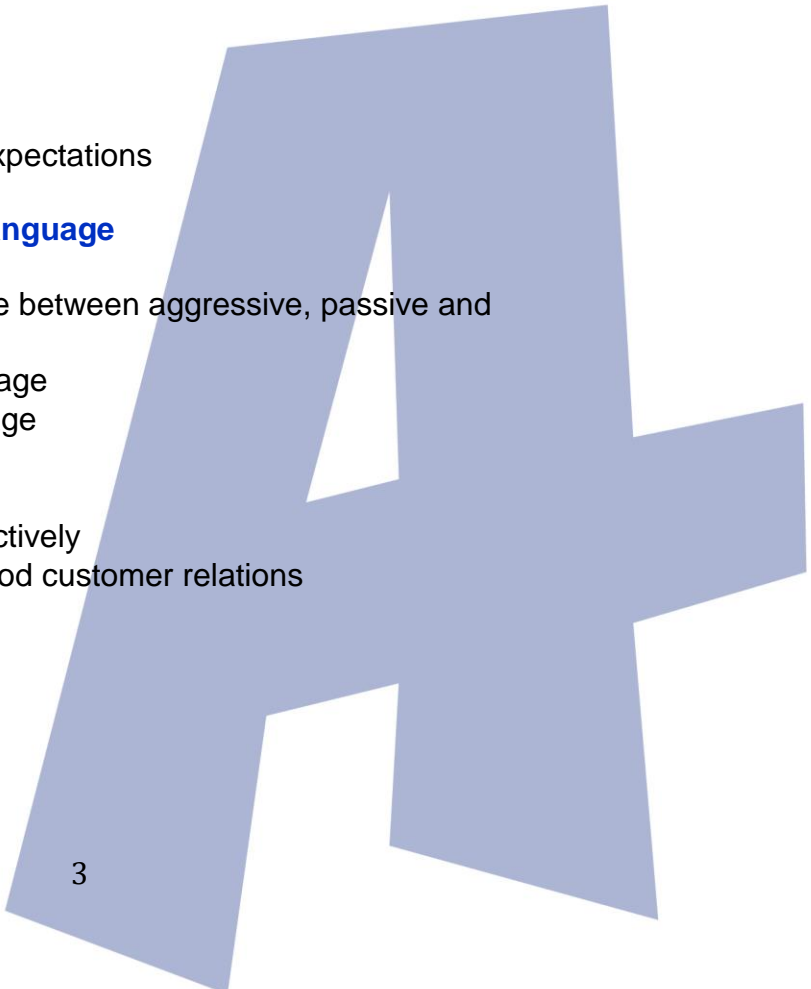
- Professional customer focus
- Establish rapport
- Listening techniques
- Effective 2-way communication
- Questioning techniques
- Telephone behaviour
- Behaviour at the customer's work place
- Body Language

Customer Care

- Establish customer preference
- Personal experiences and impressions
- Demonstrate customer care
- Added value
- Responding
- Moments of truth
- Perception and managing expectations

Communication and Powerful Language

- Understanding the difference between aggressive, passive and assertive behaviour
- Positive and Powerful language
- Phrases and passive language
- Email communication
- Mirroring language
- Dealing with people constructively
- Building and establishing good customer relations



Handling Difficult Behaviour

- Use of Transactional analysis
- Understanding personal style
- Identifying how we transact with others
- Personal analysis
- Handle difficult people/situations
- Complaint handling and ownership
- Red carpet

Customer Care Commandments

- Personal awareness.
- Excellence in delivering care

Action Plan

