



Customer Care Excellence

This customer care programme is radical. It seeks to create a climate where delegates will *want* to give the utmost in customer care, rather than follow a prescriptive and formulaic approach.

The course therefore focuses on the attitudes and interpersonal skills required to help ensure your people consistently provide the utmost in good customer care from the “inside out”.

As a result of the course delegates will:

- Take away a deeper understanding of the value of good customer care and how it fits into the “bigger picture”
- See things much more from the customers’ perspective and appreciate how that will lead to greater success
- Have the skills and confidence to answer and deal with enquiries and situations in the most professional manner
- Possess the interpersonal skills to be able to deal with customer enquiries to everyone’s satisfaction
- Gain the confidence to deal with distressed, “difficult” and complaining customers and develop the ability to turn such situations to the positive
- Contribute even more to the overall success of the department and organisation

Training Methods

The key word here is *interactive*.

Whilst there will be an element of tutor input, emphasis will also be put on group and individual exercises, brainstorm activity and discussion.

Delegates will be encouraged to draw on their own experiences as well as those of the tutor. This, blended with the course leader’s lively and enthusiastic style will make for particularly powerful learning environment. At the end of the programme each delegate completes a “Learning Action Sheet” which forms the basis of their training development plan.

Course Duration

Two Days – there is an optional third day also which can involve video play back and role play scenarios to help embed core messaging and the learning experience

Course Content & Approach

Topics Covered Include:

- What underlies excellent and poor customer service - how it *feels*
- The customer service “wheel” and the internal customer
- How everyone in the organisation influences customer care
- The vital importance of well-being - the “WASP” model
- “Only one chance to make a first impression” - getting it right
- Dealing effectively with enquiries/queries and structuring the interaction
- Introduction to the interpersonal skills
- Do we really say that? - The impact of our language
- Dealing with “difficult” customers and situations - the “LAW” model
- The beauty of complaints - using them to strengthen the relationship
- Maintaining a personal commitment to excellent customer care
- Review programme, action plans and close