

An Introduction to Customer Service – Putting the Customer First

OVERVIEW

Course duration: 1 day.

Be inspired to think about the customer service you provide and learn how to apply best practice techniques to develop and support long-lasting customer service relationships.

This practical course will provide you and your organisation with an overview of the best practice skills required to exceed your customers' expectations. You will have the opportunity to observe and practise live customer handling skills and leave the course with a personal action plan for delighting customers, both internal and external.

You will also take away a practical customer service handbook to use to help you remember the key skills and techniques from the course.

IS IT RIGHT FOR ME?

This is an introductory course for frontline staff, with little or no formal training, who are in direct contact with either internal or external customers, and are required to manage a range of customer expectations.

WHAT WILL I LEARN?

By the end of this course you will be able to:

- Examine the effects of good and bad customer service on customer loyalty.
- Investigate your personal impact on customers.
- Manage customer expectations and demands effectively.
- Deliver a first class customer experience within a range of different situations.
- Recognise how a change in your behaviour can increase customer loyalty.

PRE-COURSE ACTIVITY

To gain the maximum benefit from the course, you will be sent an activity to complete which asks you to consider your experiences of customer service. This will help you set the context of the course and will be used on the day as part of the course activities.

WHAT WILL IT COVER?

Customer-centric Focus

- Finding out what your customers want and need
- Putting customer needs first
- Making the customer feel special and valued

The Customised Service Experience

- What does 'customer excellence' really look like?
- Putting it to the test
- Feedback and review

Understanding your Personal Impact

- What impression do you create?

- Positive words, tone and body language
- Establishing rapport

Understanding Customer Requirements

- Identifying the customer's real problem(s)
- Asking the right questions - TED technique
- Showing real empathy - ensuring the customer feels listened to

Remaining Calm Under Pressure

- Extremes of behaviour - aggressive, sociable, cautious
- Understanding behavioural change
- What to say or do - what not to say or do