



THE HEART OF CUSTOMER SERVICE

Customer service is vital for business success, and many businesses invest time, money and resources into training their staff in this important issue. However, too many customer service training programmes focus on process and procedure. This results in customers being 'processed' and staff being unsure what to do when a customer doesn't fit one of their standard scenarios. We believe that the best approach is to design a programme that gets to the heart of the issue by tackling the attitudes and behaviours associated with excellent customer service. As a result, staff will be able to deal with customers as individuals, and as such, deliver higher levels of satisfaction.

The recommended 2-day programme would be suitable for ANYONE who has direct contact with customers, and enable those attending to:

- Adopt a positive attitude when dealing with customers to achieve a win-win outcome
- Identify what customers really want, and deliver it every time
- Communicate effectively with customers to get it right first time
- Identify key moments of truth for the customer and ensure they are good
- Manage the customer's expectations and deliver on your promises
- Use positive behaviour to focus customers on the best things you do
- Follow-through to leave a good lasting impression
- Accept a customer problem with empathy
- Identify what makes customers dissatisfied and how this can be minimised
- Address the root cause of a complaint to solve problems quickly
- Give customers confidence that you can deal with their problem effectively
- Negotiate with customers to find the best solution for everyone
- Be assertive without becoming aggressive
- Turn a dissatisfied customer into a loyal customer

Day 1 concentrates on getting customer service right in the first place, whilst day two focuses on handling complaints. This makes the programme incredibly versatile, as the days can be run together, or as two separate days with the option of different people attending each day. Also, because the programme focuses on behaviour (not process), people from different functions /roles can attend together.

The materials for this programme can be purchased for £600, to allow internal delivery as many times as you like. For this you get:

- Detailed trainers notes
- Delegate workbook
- Activity handouts
- PowerPoint slides

Alternatively, the workshop can be run for you at your premises for £1,100, regardless of the number of delegates.

