



CUSTOMER CARE

AIM AND APPROACH:

This is an intensive workshop that provides participants with working models and many ideas around improving Customer care

PROGRAMME OBJECTIVES:

- Identify the value of the Customer Service Role in organisations
- Identify opportunities to meet and exceed Customer expectations
- Deal effectively with a range of Customer interactions
- Relate the importance of meeting Customer requirements within the context of an SLA environment
- Apply appropriate communications styles to deal with a variety of customer types

AUDIENCE:

Employees who need information on improving Customer Care generally and specifically, people who deal with Customers – internally and externally. Each participant will be encouraged to keep a learning record for the Programme.

PRE-WORK:

Participants will be asked to gather data on their Customers in terms of current service levels and profiles. A workbook will be provided and several best-practice readings should be reviewed beforehand.

DURATION:

1 Day

AGENDA:

- Introduction, Objectives and Agenda
- Learning Contract and Issues
- The Customer Service Proposition
- Why is Customer Service Important?
- Moments of Truth and Triangle of Service



CUSTOMER CARE cont'd

AGENDA cont'd:

- Delighted, Satisfied versus Dissatisfied Customers
- Video Input
- Effective Listening Skills
- Communications in Customer Care. Use and abuse of email
- Telephone skills
- Managing the Customer Interaction
- Dealing with Customer Complaints
- Diffusing Angry Customers
- Action Planning

WORKPLACE ACTIVITY:

Develop an Action Plan for dissemination back in the workplace.

