



Achieving Customer Care Excellence

Course Aim

Your company's best business often comes from existing customers and competing companies are approaching them every day. This course aims to provide delegates with the skills to develop courteous and effective ways to ensure customer retention.

The Achieving Customer Care Excellence course is practical, aiming to be easily absorbed by delegates and give them new ideas, skills, tips and techniques to generate more business from their current customer base. The course aims to develop delegate's skills in managing customer expectations, especially when things go wrong, turning complaints into orders. The workshop aims enable delegates to feel self-assured and influential in interpersonal situations.

Certification

Upon successful completion of the course delegates will receive the following:

- A Certificate of Attendance
- Follow up programme notes
- Post programme access to additional materials
- Unlimited post programme access to your Course Leader

Who Should Attend?

This course is suitable for any delegate in the external and internal customer service chain within their business; including support staff, telephone and field-based personnel.

Course Duration

This is a 1 day course and runs from 9.30am to 4.30pm.

This open programme runs from a dedicated Central London venue and is also available online.

This programme can also be run on your company site.



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Agenda

This course covers the following:

Building Customer Relationships

- Customer relationship management
- Setting performance standards and key performance measures

Managing Customer Expectations

- What keeps the customer happy? Find out what they think is important
- The importance of first impressions
- The FIRST principle of inbound and outbound telephone calls
- How to under promise and over deliver

The Customer Service Process

- The importance of the internal service chain
- Handling conflict and difficult situations
- Using verbal and non-verbal signals to get the best result
- Recognising new business opportunities

How to Say No

- Saying no without risk
- Three stage “best practice” procedure

Handling Complaints

- How to make a professional apology and reduce escalations
- Stopping complaints re-occurring
- Turning complaints into orders
- The LAST procedure for complaint handling

Taking Service to a New Level

- Satisfying individual customer needs
- Understanding buyer motivation
- Really effective and impactful emails

Account Development

- Maximising business opportunities through long term customers
- Supplementary products and services that will enhance customer satisfaction

Case Studies

- The distracted customer
- The disappointed customer
- The disruptive customer