



Customer Service Excellence

Every business likes to think they provide excellent customer service. In reality, this is often “efficient” customer service which is definitely not the same thing. Those small but significant interactions that make your clients feel appreciated, understood and important, will be the deciding factor in many cases. In a climate where the differentiation between you and your competition is not always dependent on cost, this vital area is definitive.

Poor or insignificant service is shared more frequently and more vocally than excellent service. This is particularly true in the instantaneous medium of Facebook, Twitter etc.

This course is not about good customer service. It is not about efficient customer service. **It is about EXCELLENT customer care from EVERY single member of your organisation.** Delivered as a one day course on our public programme, or as a one or two day option for on-site training, this highly practical workshop ensures your staff will get it right, first time, all the time. That is what gets you noticed. That is what gets you talked about in a positive way.

Course Content

- What does customer service excellence mean to your organisation?
- Understanding attitude – what role do you play in customer service?
- First impressions count - building rapport
- The pitfalls of non verbal communication
- What you “can do” not what you “can’t do” – positive phrases
- Learning from customer feedback – don’t be frightened of comments
- Listen, summarise, be focused
- Responding to problems, particularly when you’ve not caused them!
- Conversation control techniques, face to face and on the telephone
- Proactively responding to all forms of feedback including social media
- Ongoing relationships – how to develop and nurture these.
- Building Customer Loyalty
- Can you really under promise and over deliver? Exceeding expectations
- What makes us memorable?

Who should attend?

Everyone! Whether you deal with internal customers (colleagues), or external clients and the public, each member of the organisation who plays a part in representing the company is key.