



Customer Service

Course Outline

This dynamic and interactive training course will provide participants with practical, usable and vocationally relevant customer service skills. The course will support participants to develop confidence in dealing with consumers and enable them to tackle challenging situations or problems with ease. Our industry experts provide effective and professional customer service training that will enhance and improve any participant's or organisation's customer relations profile. This course is aimed at professionals currently working in a customer-focused environment, for those seeking employment in any service industry, or for individuals interested in improving or enhancing their customer service skills.

On completion of this programme you will be able to:

- Identify the key features of good customer service.
- Distinguish between customer service and customer experience.
- Explain how customer service enhances organisational effectiveness and success, to include practical examples of organisations with good customer care.
- Respond to the needs of diverse customers in a rapidly changing landscape.
- Understand the requirement to communicate with colleagues in a professional and appropriate manner.
- Recognise that effective communication including email, telephone, and person to person underpin good customer service relationships.
- Describe how customer perceptions can be influenced.
- Apply the personal skills, qualities, and attitudes required to perform effectively when dealing with customers, to include active listening skills, positive body language and observation of customer behaviour.
- Respond to customer complaints and compliments in accordance with organisational policy.
- Handle a range of challenging situations, to include late and unexpected incidents, customer errors, difficult customers, changing environments.
- Demonstrate team or group work in providing customer care, to include allocation of roles and responsibilities, good communication and feedback, awareness of personal strength.

Duration: One Day Workshop

Course Resources: course handouts & supplementary reading materials will be provided via Moodle.

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