



Title of course Customer service
Duration of course 1 day
Start and end time 9:30 to 16:30

Introduction and Aim

Customer service skills is the collective term for those skills needed to successfully complete any customer interaction, whether it be in person, via phone or online.

This course is designed to assist delegates in developing customer service skills. We run this as a workshop and as such it is interactive, with some role playing.

The skills we develop help delegates become highly effective at understanding and communicating with customers.

This workshop can be configured to suit your relationship with your customer / client.

The aim of the course is to give delegates the skills required to deliver excellent customer service.

Course Content

1. What is customer service?
2. Identifying your customers and their expectations
3. Providing outstanding customer service
4. The importance of communication
5. Barriers to good customer communication
6. Projecting a professional first impression
7. Understanding body language
8. Understand behavioural styles
9. Being assertive
10. Building rapport
11. Telephone etiquette – the do's and don'ts
12. Active listening and questioning skills
13. Handling complaints and difficult customers and closing customer interactions positively
14. Personal action planning

Open book assessment at the end of the course.

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Outcomes:

Delegates will be able to:

- have an awareness of customer service code of practice (British standard BS 8477)
- understand the importance of customer care
- meet and exceed customers' expectations
- building customer relationships and loyalty
- project a professional image face-to-face, on the phone and e-mail
- be aware of customer service behavioural styles and their consequences
- using best practice by being assertive, and giving bad news
- gain confidence in handling more difficult customers
- appreciate the importance of working as a team
- recognise how to improve the customer's experience through improving personal communication skills
- handle objections
- handle complaints in a positive way
- ♦ develop a personal action plan for delivering excellent customer service

Suitable for: All staff members, including managers that have contact with the company's customers.

Previous experience required: None

Number of delegates: Min 4 – Max 10

For more information please contact: training@ays-ltd.co.uk

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