

Overview

With increasing choice and financial pressures customers are becoming more discriminating with their choices and are requiring a much higher level of service to make relationships memorable & long lasting. In today's competitive markets, customer facing staff need to deliver excellent internal and external customer experiences. This course is designed to give those staff the skills to lead by example and deliver and maintain that level of service to ensure existing customers are retained and new ones satisfied.

Who is it for?

For all customer facing staff and managers who want to improve upon existing customer service and enhance customer experience.

Course content to include...

- Why customer service is important and basic principles in delivering it
- Add service value in your role
- Identify different customers and their needs
- Evaluate current service delivery to customers
- Client loyalty - What is it and how to create and maintain it
- Understand & manage customer expectations
- Understand differences between being task and customer focussed
- Influencing and negotiating to establish positive outcomes
- Communicating benefits to your customers
- Relationship building and how to achieve effective partnerships
- Interact effectively with clients through all media
- Problem solving and dealing with complaints

By the end of the course learners will be able to...

- Enhance the service levels throughout the entire customer journey
- Overcome customer complaints effectively
- Contribute to on-going customer retention & sales cycle

"Very interesting and hugely beneficial to see things in another perspective"

