

## **COMMON SENSE CUSTOMER SERVICE (1-Day Workshop)**

This Programme is designed to help staff better manage the contact and communication with their customers. In order that they can more effectively promote and sell their products or services; maintain good relations and maintain their company's good image.

Common Sense Customer Service provides practical solutions for the situations you face every day.

### **Objectives:**

- ◆ To understand and practice the skills and techniques of good customer service and customer relations.
- ◆ To develop and practice the skills of communicating effectively and confidently in everyday customer service situations.
- ◆ To develop systems and attitudes to maintain and support the companies/departments customer service goals.

### **Learning Methods:**

- Inputs on the various customer service skills and techniques.
- Application and practice of customer service skills in work-related exercises.
- Review of practice sessions with trainers and participants.
- Pair, trio and group work; and role plays.
- Detailed handouts.

### **Who Should Attend:**

This workshop is not only suitable for those people who work face-to-face, or on the telephone with customers. It is equally valuable for those managers who manage staff who have contact and deal with customers.

## CONTENTS OF THE WORKSHOP INCLUDE:

- Customer Services Vital Role:
  - What is Customer Care, and the Major Skills involved.
- Customer Moments of Truth:
  - Managing Your Customer's Experience.
  - Targeting the Customer's Priority Needs.
  - How to Make Good First Impressions.
- Establishing Trust and Building Rapport with the Customer.
- Effective Use of Active Listening and Questioning Skills, Face-to-Face and on the Telephone.
- Interpreting and Controlling Body Language.
- Ways of Handling Objections and Responding with Acceptable Options.
- Different Types of Communication Styles used by Customers; and How to Deal With Them.
- Customer Service Performance Standards:
  - How to Set, Measure and Control Standards of Service.
- Handling Customer Complaints: Face-to-Face and on the Telephone.
- Customer Service Recovery Strategies:
  - Turning Customer Complaints into Repeat Business.
- Using the Telephone as a Customer Service Tool:
  - Telephone Techniques for Customer Service Calls; Telephone Manners; Using Questions on the Telephone.
- Internal Customer Service:
  - Chains of Service: Identifying Internal Customers' Needs and Expectations.
- Methods of Obtaining Feedback from the Customer.

### Number Of Delegates

Because of the interactive nature of this workshop, a maximum number of 12 people can attend the workshop.

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