

CUSTOMER SERVICE TRAINING

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COURSE LENGTH: 1.0 DAYS

Customer service is not just the delivery of the right products and services on time and at competitive prices. It is a must to provide your customers with a unique experience by anticipating and exceeding their expectations at all times. How? This Customer Service Training course can teach you the skills required to create "raving fans".

From this Customer Service Training Course, you will learn that your attitude as a customer service professional affects the level of service you provide. This course also teaches how to actively listen to customers' needs, types of customer service used for external and internal customers, techniques for dealing with difficult customers and how to continuously improve your customer service skills and approaches.

This comprehensive course is now available in London, Birmingham, Leeds, Glasgow, Sheffield, Bradford, Edinburgh, Liverpool, Manchester and UK wide.

Please click the In-House Training tab to receive a free quote for courses delivered at your preferred location.

CUSTOMER SERVICE TRAINING COURSE OUTLINE

FOREWORD

In order to create customer satisfaction, you need to go beyond good customer service and exceed your customers' expectations with exceptional service. In order to achieve this it is important to ask yourself some questions:

- Do you or your staff have the right skill sets to deliver exceptional customer service?
- Currently how do you improve your Customer Service Skills and approaches?
- Do you strive to continuously improve your customer service?
- Do you listen to your customers and their needs?
- Do you currently listen effectively to uncover the customer's true needs?
- Are internal customers understood and prioritised?

This Customer Service Training Course is for professionals who want to make a significant contribution to their company's image or bottom line and make their own lives easier by consistently providing exceptional customer service.

OUTCOMES

- ▶ Explain what customer service means in relation to internal & external customers
 - ▶ Recognise how one's attitude affects service standards
 - ▶ Master ways to develop & maintain a positive, customer focused, attitude
 - ▶ Develop needs analysis techniques to better address customer needs
 - ▶ Apply outstanding customer service techniques to generate return business
 - ▶ Practice techniques for developing good will through in-person customer service
 - ▶ Formulate take away techniques for service excellence over the phone
 - ▶ Gain insight to connecting with customers online
 - ▶ Master techniques for dealing with difficult customers
 - ▶ Acquire tools for recovering difficult customers
 - ▶ Understand when to escalate
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MODULES

Lesson 1: Brand Ambassador or Brand Assassin?

- ▶ What is customer service?
- ▶ Customer Behaviour
- ▶ Why Customers Leave
- ▶ The Benefits of Brilliant Customer Service
- ▶ Module 1: Reflection

Lesson 2: Customer Diversity

- ▶ Cultural diversity and the global customer
- ▶ Generational differences
- ▶ Module 2: Reflection

Lesson 3: We choose to serve

- ▶ Customer Empathy
- ▶ Principles of great service
- ▶ Module 3: Reflection

Lesson 4: Communication – the key to great service

- ▶ Listening
- ▶ Writing
- ▶ Personal Style
- ▶ Module 4: Reflection

Lesson 5: Navigating the Negatives

- ▶ Learning from worst-case scenarios
- ▶ The Steps of Acknowledgement
- ▶ Handling Tough Situations
- ▶ Module 5: Reflection

Lesson 6: Creating a Service Culture

- ▶ Management Focus
- ▶ What can you do?
- ▶ Living the Culture
- ▶ Module 6: Reflection

Lesson 7: Reflections

- ▶ Create an Action Plan
- ▶ Accountability equals Action

WEB LINKS

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- ▶ [View this course online](#)
 - ▶ [In-house Training Instant Quote](#)