

# Customer Service

## Who should attend?

All staff that need to improve on their existing customer service skills and develop new skills. This workshop will address general attitude in the workplace, motivate staff and instill confidence in their professional abilities. It will help them to achieve service excellence and enhance the impression your customer has of your organisation.

Ideal for Sales, Procurement, Stores and Accounts departments.

## How long is the course?

1 Day

## Outcomes include:

Build relationships with colleagues and customers. Improve communication skills on all levels. Learn skills to overcome great service obstacles.

### Lesson 1:

#### Human interaction

Become a “people person”  
What good customer care means  
Different types of customers  
Learn who your customers are  
Secrets of success in business  
Important qualities in service

### Lesson 2:

#### Communication skills in customer service

Telephone skills  
E-mail etiquette  
Different forms of communication  
Advantages & disadvantages of different types of communication  
Communicating bad news to customers

### Lesson 3:

#### Service standards

Defining and implementing service standards  
Encourage customer feedback  
Loyalty in customers  
Relationships and customers

### Lesson 4:

#### Customer management

Dissatisfied customers: managing, preventing and handling  
Techniques and communication skills used in problem situations  
How to handle customer complaints  
Why we should encourage complaints

### Lesson 5:

#### Stress in service situations

Dealing with your emotions  
Sociable behaviour