

# Providing Excellent Customer Service

**Duration: 1 day**

In most cases, companies provide products and services that are readily available through alternative suppliers. Although the product or service may have unique features, at a fundamental level the basic product/service is often far from unique. Why does a customer choose to use a supplier in preference to another? What makes customer/clients return? Word of mouth travels fast if you are good at meeting customers' needs and even faster if you are not. If a customer is dissatisfied with the quality of service they receive, they will seek out another supplier – even if the product is of a lower quality. This programme promotes the necessary skills, techniques and practices to provide excellent customer service.

## Who should attend this course?

This course is essential learning for all staff engaged in direct contact with customers or clients. It is an ideal course for those entering a customer focused environment as well as a good refresher for those wishing to 'brush up' their skills.

## Course Objectives

Upon completion of this course delegates will be able to:

- ◆ Recognise good customer service practice and its effect on internal and external customers
- ◆ Identify and solve problems for customers/clients
- ◆ Build effective and lasting relationships with customers/clients
- ◆ Adopt a pro-active approach when handling complaints and difficult situations

## Course Outline

### Good vs Bad Service Levels

- ◆ Producing a model of good practice
- ◆ Counting the cost of bad service
- ◆ Gathering qualitative and quantitative information and feedback

### Product Knowledge

- ◆ The importance of product knowledge
- ◆ Delivering information to customers/clients

### Problem solving

- ◆ Identifying customer/clients problems
- ◆ Using lateral and creative thinking to solve problems
- ◆ Communicating a 'can do' attitude

### Complaints

- ◆ Welcoming complaints as a chance to improve
- ◆ Recognising the 'knock-on' effects of complaints
- ◆ Keeping communication channels open
- ◆ Following up

### Difficult People and Situations

- ◆ Recognising difficult customer types
- ◆ Defusing difficult situations
- ◆ Developing a strategy for handling difficult people and situations effectively
- ◆ Providing solutions that satisfy needs