

Customer Service

This is an essential seminar for delegates who have front-line contact with customers, either face to face or on the telephone. It provides a useful refresher for experienced staff and an essential introduction for those members of staff who are new to the customer service role.

Programme objectives

By the end of this programme, delegates will be able to:

1. Understand who their customers are
2. Identify customer needs, making use of open and closed questions
3. Identify helping and hindering behaviours
4. Use positive body language and tone of voice with customers
5. Present and sell a professional image to customers
6. Manage conversations with angry customers in a positive and calming manner.

Further information

The programme is very participative and draws on the experiences of delegates. Role play can be included so that delegates have an opportunity to practise different approaches.

The workshop can include reference to the organisation's Customer Care Code or Complaint Processes.

Duration: Half day