

CUSTOMER SERVICE FUNDAMENTALS

The dynamics of communication in the encounter between a customer and staff can be quite complex. This program focuses on customer service and introduces the essential customer service standards which help to establish a relationship with customers which is conducive to creating a happy and long lasting relationship.

BUSINESS IMPACT:

- Improved interpersonal communication skills
- Improved relationships with customers
- Awareness of the impact that our non verbal messages have on our customers
- Increased customer satisfaction
- New strategies to build long lasting relationships with customers and defuse difficult situations



Target audience:

This workshop suits all staff who have contact with either internal or external customers.

It is particularly suitable as an induction program for newly appointed staff or as a team activity for your staff.

Topics to be explored include:

- ▶ What is quality customer service?
- ▶ Today's customer – tomorrow's expectations
- ▶ Your customer profile – Who are your customers?
- ▶ Why customers choose to do business elsewhere – moments of truth!
- ▶ The qualities of a customer service professional
- ▶ Creating a positive first impression
- ▶ The impact of your non-verbal communication on customer perception
- ▶ The power of suggestion – positive versus negative language
- ▶ Using positive language
- ▶ Establishing customer needs and requirements - listening and questioning
- ▶ Value added service
- ▶ Responding to difficult situations
- ▶ complaints, angry or unreasonable customers

To book this workshop or for more details on how Learning Insight can support your organisation contact : Liz Paine
Learning Insight
www.learninginsight.com.au
lizpaine@learninginsight.com.au
Phone: 0400 778807

What's included?

Instruction by an expert facilitator
A highly interactive workshop
Participant workbooks
Personalised certificate of completion