

The world is changing at an ever increasing rate and the only thing that's certain is that the rate of change will increase. And it's the same with customer expectations. No matter how good your products or services are, your customers will expect a professional and helpful response, no matter when or how they contact you.

Developing a consistent and positive customer focus is no longer a 'nice to have' – it's essential for survival in today's frantic market place. Whether people deal directly with external customers, or provide goods, products or services mainly for internal customers, the same fundamentals apply.

This intensive one-day course will refresh the essentials of customer focus, and help delegates to sharpen their own skills to provide a consistent and welcoming customer service.

**Your Workshop Leader: Tony Bray**

## LEARNING OUTCOMES

By the end of this course participants will:

- Be more aware of what good customer service is.
- Have identified their own internal and/or external customers.
- Have explored a four-step process for delivering good customer service.
- Have practised using the key interpersonal skills, and have received feedback.
- Have identified areas for immediate improvement.
- Have a personal action plan to implement.

## AIMS OF THE WORKSHOP

Workshop participants should emerge with a clear understanding of their customer service role – and have discovered new ways of interacting and influencing customer response so as to maintain better quality, longer term customer relationships.

## WHO SHOULD ATTEND

We all have customers – so everyone will benefit from this course. Managers or team leaders will improve their own skills, as well as seeing opportunities to improve their team's performance. Individuals will leave feeling motivated to give a better service to their customers, with a double benefit - reduced hassle for less effort.

## Outline Programme

### Welcome and introductions

#### Why is customer focus important?

- My recent experiences as a customer.
- Personal reflection – how do I like to be treated?

#### My customers

- External or internal?
- What do I give them, and how well do I do it?

### Four steps to improved customer satisfaction.

#### Step One - Build rapport

- Build or re-establish the relationship.
- Search for common ground.

#### Step Two – Get the facts

- Asking effective questions.
- Active listening.
- Finding out what the real issues are.

#### Step Three – Discuss solutions.

- Put yourself in the customer's shoes.
- Under-promise and over-deliver.

#### Step Four – Take action.

- Agree an action plan.
- Do what you say you'll do with energy and enthusiasm.

#### Ideas into action

- Delegates practise the skills on real issues.
- Giving and receiving feedback.

#### Action planning and close

- Review the day and identify key learning points.
- Make personal commitments to change behaviours.

### Close of Workshop



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