

# Essentials of Customer Service

Organisations that build the strongest relationships with their customers will be the most successful in the long term. New customers are expensive to recruit and can be very promiscuous.

This course focuses on the skills required to deliver exceptional customer service. It will allow participants to share best practice and identify a range of techniques that will develop their ability to meet the customer needs and expectations. By delivering exceptional customer service, organisations will make profitable transactions and significantly increase customer referrals.

## course details

### Course Duration

One Day

### Course Cost

£125 per delegate

### Course Location

St. Mellons, Cardiff

### Participant Profile

This course is aimed at:

- Client facing staff
- Client facing Managers/Team Leaders

### Key Topics

Participants will cover:

- Customer service chains
- The impact of behaviour and customer service
- Knowledge, skills and attitude
- Creating and improving a positive image
- The power of reputation
- Merrell & Reid behavioural styles

### Course Benefits

On completion of this open course, participants will understand:

- How to recognise and understand how a change in behaviour can influence the customer
- How to identify and manage the customers expectations
- How to recognise and demonstrate the skills required to deliver exceptional customer service
- Personal impact upon the customer

## client testimonial



It was an excellent course with brilliant training that I will put into practice straight away. Overall, a very good experience.

Lucy Collins, **Alcatel-Lucent**

## You may also be interested in...

### Effective Telephone Techniques

Designed to look at the skills required to deliver exceptional customer service over the telephone, improving the telephone techniques of the organisation's client facing individuals.

### Dealing with Difficult Customers

Designed to look at the day to day pressures of people being aggressive, rude, impatient or uncooperative, and how to deal with those situations.