

## Customer Service Skills Training

### Duration:

One day

### Objective

Customer service is the cornerstone of a solid, thriving business. In commercial business terms, it costs up to thirty times more to get a new customer than it does to service and maintain the satisfaction and loyalty of existing ones. The aim of this training course is to enable delegates to create, maintain and build upon a positive and informed culture of customer care within their organisation.

### Contents

By the end of this training course each delegate will be able to:

Identify the different kinds of customer

Establish why poor customer care happens

Describe customer likes and dislikes

Grasp the importance of the lifetime value of each customer and of building sound relationships with customers

Handle customer enquiries professionally

Design a procedure for handling customer complaints positively

Be assertive with their customers

Describe the importance of non-verbal communication

Recognise the seven types of difficult people

Develop a coping strategy for dealing with difficult customers

### Who should attend

Managers and staff of organisations of any size who have a customer facing role.

### Course benefits

This interactive one-day training course provides a structure for dealing with customers across all aspects of the relationship. It is based upon an understanding from the customer's point of view and demonstrates the skills necessary for effective communication and the ability to manage customers' heightened demands and expectations.

### Additional information

The overall aim of this programme is to maximise the customers experience to encourage them to return and others to do the same.

The cost of attracting new customers continually increases; yet an existing loyal customer offers enormous lifetime value.

### Certificates

All delegates who successfully complete this course will receive a certificate of attendance.

### Trainers background

The trainer for this course has extensive experience in design and delivery of customer care training. They have been successfully delivering training to both public and private sector organisations for over twelve years and most recently held a senior management training role responsible for the delivery of sales and customer care training throughout the UK offices of a well known and highly regarded financial services company.