

Developing Customer Service Skills



INTRODUCTION

You can choose to study this course at either **Boston College**, Skirbeck Road, Boston or **Red Lion Quarter**, Spalding. Subject to numbers.

This one day course is ideal for anyone working in or hoping to work in a customer facing or telephone based customer service environment.

WHAT WILL I DO

By the end of the day the learner will have the knowledge to be able to:

- Demonstrate an understanding of customer service and the importance of the provision of excellent customer service in any business sector.
- Identify customer and organisational needs and expectations in respect of service levels delivered by an organisation.
- Describe the differences between strong and weak customer care, particularly relating to a professional image, communication skills and complaint handling.
- Recognise how to present a professional image and identify techniques for communicating positively and effectively with customers, including verbal and non-verbal communications.
- Identify the techniques used to handle customer complaints appropriately.

COURSE CONTENT

The course is divided into four distinctive sections.

1. Introduction to Customer Service

- At the end of this section learners should be able to:
- Describe excellent customer service and its advantages
- Explain why it is important to the success of every organisation
- Identify who their customers are (external and internal)
- Identify the advantages of poor customer service
- Explain how to deliver good service
- Demonstrate an understanding of customer service needs and expectations

2. Effective Communication

At the end of this section learners should be able to:

- Describe the various types of communications and how to use them
- Describe the importance of developing effective communication
- Describe the effects of ineffective or inappropriate communication
- Start to apply a range of verbal and non-verbal communication and telephone techniques
- Identify some of the appropriate verbal and non-verbal communication methods to be used in different customer situations including dealing with confused or difficult customers

3. Presenting a Positive Personal Image

At the end of this section learners should be able to:

- Explain the importance of "first impressions"
- Explain the importance of presenting a positive attitude and professional image in a customer service environment

- Demonstrate an understanding of the need for personal space

4. Dealing with Customer Complaints

At the end of this section learners should be able to:

- Describe a typical complaints procedure
- Explain why customers complain
- Appreciate the benefits of receiving customer complaints
- Demonstrate an understanding of the techniques involved in handling difficult customer situations
- Explain how to turn complaining customers into satisfied customers
- Explain ways of handling complaints positively and effectively

HOW LONG WILL IT TAKE

This is a one day course. You will be provided with a certificate of attendance.

ENTRY QUALIFICATIONS

None required.

WHERE COULD IT LEAD

Progression to an accredited Customer Service course.

HOW TO APPLY

Please contact the Work Focused Training Team on 01205 313 242 for more information.

The Information on this Course Information Sheet is correct at time of print, but can be subject to change at anytime.