



# Effective Customer Service

## Overview

With increasing choice and financial pressures customers are becoming more discriminating with their choices and are requiring a much higher level of service to make relationships memorable & long lasting. In today's competitive markets, customer facing staff need to deliver excellent internal and external customer experiences. This course is designed to give those staff the skills to lead by example and deliver and maintain that level of service to ensure existing customers are retained and new ones satisfied.

## Who is it for?

For all customer facing staff and managers who want to improve upon existing customer service and enhance customer experience.

## What's covered?

- Why customer service is important and basic principles in delivering it
- Add service value in your role
- Identify different customers and their needs
- Evaluate current service delivery to customers
- Recognising the differences & the relationship between the internal and external customer
- Client loyalty - What is it and how to create and maintain it
- Understand & manage customer expectations
- Understand differences between being task and customer focussed
- Influencing and negotiating to establish positive outcomes
- Communicating benefits to your customers
- Relationship building and how to achieve effective partnerships
- Interact effectively with clients through all media

## Learning Objectives

- Enhance the service levels throughout the entire customer journey
- Communicate effectively with customers and employees
- Overcome customer complaints
- Increase customer retention levels
- Contribute to on-going sales cycle

Workshops are delivered by experienced training and development professionals