



Basic

Delivering Customer Care

One Day Training Course

Course Aims:

Delegates will learn the principal actions necessary to deliver positive care to their customers. Delegates will learn what causes positive and negative customer reactions and understand how to turn a complaint into a positive event.

Course Outline:

What is Customer Care?

Who are your Customers?

Questioning techniques

Image Awareness

Body Language

Telephone techniques

The Customer

Handling Complaints

- Building rapport
- Getting the facts
- Discussing solutions
- Taking action
- The problem solving framework

Delighting your customer

- Creating delight
- Customer types
- Key customer interfaces
- Meeting customer and business needs

The competitive edge

- Acting on research
- Customer analysis
- Economic impacts

Celebrate your customer

Target Audience

All staff responsible for liaising directly with customers.

Assumed Knowledge/ Pre-requisites:

Communication Skills.

Alternative Course/s:

Managing Customer Care