



Advanced

Managing Customer Care

One Day Training Course

Course Aims:

Delegates will learn the principal elements necessary to care for customers and how to create a culture of customer care in their organisations. Methods of promoting positive action from customers and gaining their commitment will be demonstrated. Delegates will learn how to identify their principal customers and improve the image of their organisation in order to gain a competitive edge.

Course Outline:

What is Customer Care?

Who are your Customers?

Your Staff

- Their environment
- Valuing their job
- Building relationships
- Culture
- Emotion
- Caring for employees and customers

Overcoming apathy

The Customer

- Is loyalty dead?
- Identifying them
- Insurance for the future
- A solid foundation for change

Questioning techniques

Image awareness

Body language

- Telephone techniques

Handling complaints

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

Delighting your customer

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

The competitive edge

- Acting on research
- Customer analysis
- Economic impacts

Celebrate your customer

Target Audience

Senior managers wishing to create an environment and culture of customer care in their organisations

Assumed Knowledge/ Pre-requisites:

Communication Skills.

Alternative Course/s:

Delivering Customer Care

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