



Please note that this outline is only intended as a guide and that any event can be customised to suit you.

Events are run using a mix of trainer-led sessions, hands-on practice and group discussions.

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Customer Care

(1 day)

"If you don't look after your customers, someone else will!"

Benefits

Many organisations seek new customers when really they should be looking after the ones they already have! Those companies who do respond positively to their customers needs can look forward to an enhanced reputation and more repeat business.

Aim

To secure more repeat business and to build a reputation for offering good customer service by developing your skills at recognising & responding to customer needs.

Objectives

By the end of the training you will be able to...

- Identify who your customers are
- Demonstrate an understanding of why a reputation for good customer service is so important today
- Manage customer expectations better
- Deliver a service geared to customer needs
- Handle customers issues & difficult situations
- Identify areas for further practice & development

Content

- What is a customer & who, specifically, are yours?
- How to build a reputation for good service
- Dealing with customer queries, requests & problems
- Your approach – appearance, body language, behaviour
- Pros & cons of different communication channels
- Handling complaints
- Reviewing your customer service level
- Developing a customer care 'charter'
- Identifying opportunities for change back at work