

BRILLIANT CUSTOMER SERVICE

“Learn lots of great ideas on how to deliver excellent customer service experience, in all formats .”

Why you should attend this course

This half-day training course will help to delight all your customers, online, in person, on the phone or by email.

You will learn many practical skills and techniques being used in the world of customer service.

Key learning points include:

- Apply the SPECIAL model for customer excellence
- This includes how you can best manage expectations and say “no” nicely!
- Be able to quickly ‘tune-in’ to customer requirements, problems, expectations and be able to consistently over – in both style and substance.
- Respond to customers correctly.
- Use effective questioning techniques to understand customer problems and issues quickly.
- Demonstrate effective listening techniques when on the telephone and face to face.
- Improved written and email communication, being able to adopt the correct tone, and write with accuracy and clarity.
- Use a proven method of handling customer dissatisfaction with confidence by learning to respond and stay focused on a positive way forward.
- Identify how best to use your personality to deliver authentic and personalised customer service experiences.



How you will benefit

The course is interactive and motivational, using the latest ideas and techniques to help you create excellent customer service.

About the trainer and course format

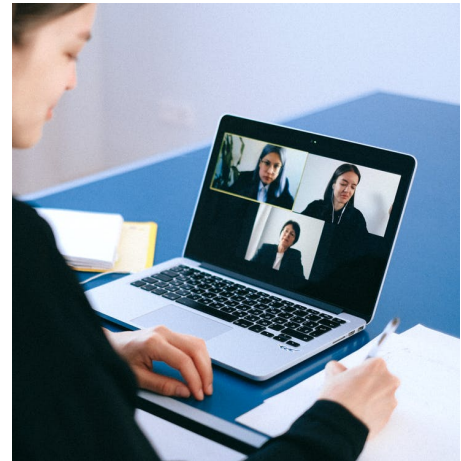
This course will be delivered by an experienced trainer with a real expertise and knowledge of the subject. The course will be informal, engaging and include many practical activities.

Price: £95 plus VAT per person, online or classroom. Please get in touch for open training dates, special offers or to run in your team.

email@brilliantcs.co.uk

Outline: Brilliant Customer Service Skills

- ✓ Two 90-minute modules live online*.
- ✓ Sixty-minute eLearning module.
- ✓ Expert trainer with subject matter expertise.
- ✓ PDF manual for reference.



Customer service experience

- Understanding customer experience
- The SPECIAL model for delivering customer service excellence
- Applying these principles to your job - practical exercises
- How to manage expectations and say no nicely

Connecting with customers

- Brilliant first impressions and last impressions phone, email, in person and online
- How to ask for information and manage an online conversation
- Providing information and answering questions effectively
- Dealing with difficult customers and complaints

Customer email writing skills

- How to write clear, positive, and professional emails, posts or answer review comments
- Top recommendations for email best practice and etiquette.
- Practical tips on how to edit and proof-read emails for accuracy, brevity, and clarity.

Turning problems into opportunities – complaint handling made easy

- How to respond positively and not react negatively using the AGREE and other models
- How to have difficult conversations on the telephone and put 'bad news' in writing
- Practice session using email and telephone planning for difficult situations

Learning summary

Price: £95 plus VAT per person for online training.

**£195 per person for classroom delivery, minimum three participants, plus travel costs.*

email@brilliantcs.co.uk