

## CUSTOMER SERVICE SKILLS

*“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.

This includes how you can best manage expectations and say “no” nicely!



### Key learning points include:

- How best to use online chat, reply to reviews and respond to messages.
- The keys writing and responding to customer emails
- Stay positive and deal with difficult customers
- Proven ways to manage customer expectations to increase overall satisfaction
- Build the seven essentials of outstanding customer service into every contact or touch point.

### 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](mailto:email@brilliantcs.co.uk)

## Course Outline: 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

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](mailto:email@brilliantcs.co.uk)