

Owning the Customer Experience – creating outstanding customer service, understanding customer needs, how to deal with the ‘difficult’ customer.

Summary

Lost clients, lack of referrals, poor repeat business, complaints and bad publicity... the costly results of poor customer service seem to go on and on. Every day, as consumers, we seem to encounter rudeness, indifference, ignorance and a level of service that we can only describe as “poor”. This course aims to create the kind of Customer Service people talk about... for all the right reasons!

Target Audience

This program is suitable for all those who are required to interact with customers either ‘face to face’, on the telephone or via e-mail.

Prerequisites

Pre – reading of the ‘Fred Factor’

Objectives

- Create awareness of the importance of great customer service.
- Identify opportunities for providing outstanding customer service.
- Validate listening skills.
- Create a framework for dealing with difficult situations and difficult people.
- Demonstrate the key skills of dealing with customers on the phone and face to face
- Manage complaints and calm down the angry customer
- Recognize both internal and external customers.
- Develop personal action plans.

Key Learning Take-Aways

- Participants will understand the role of communication in the customer care process.
- Participants will recognize how positive customer interaction can provide opportunities for up-selling and adding value.
- Participants will understand what it is to have a customer centric approach.

Course Duration

This course is a 1 Day, instructor-led, classroom-delivered workshop. Course content will be supported by the book “The Fred Factor’ that will be issued to participants in advance of the course and will form part of a pre-work reading assignment.

For more information on this program please contact John Marrow
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