

Customer Service

Duration: 1 day

Why Customer Service Matters

- Fulfilling personal and organisational needs
- Importance of how you do things
- Customers Buy Experiences
- Repeat Business
- Value of Customers

What's Different About Good Service?

- Putting customers first
- What You Need
 - Quality
 - Attention To Detail
 - Delivering Great Service
 - Taking Responsibility
- Remembering Good And Bad Service

Effective Customer Communications

- Communications You Depend On
- Good Communication
- Listening Skills
- Written Communication
- Readability Index
- How Technology Helps
- When Technology Fails
- Using E-Mail

Turning Complaints into Opportunities

- Benefits Of Complaints
- Customer Needs
- Common Causes Of Complaints
- Handling Complaints
- Dealing With Angry Customers

Empowering Great Customer Service

- Everyone Plays A Role
- Corporate Culture
- Internal Customers
- When The Internal Customer Chain Weakens
- Strengthening The Internal Customer Chain
- Passing On Work

Measuring Customer Service

- Setting Standards
- Internal Indicators
- Customer Satisfaction
- Mystery Shopper Programmes
- Rewarding Team Members

Personal Action Planning

- The Pay-Off
- Lessons Learned
- Overcoming Obstacles