

## Customer Care Excellence

### INTRODUCTION

Pleasing customers is crucial to the success of any business. Research shows that today, customers have higher expectations of how they wish to be treated. It is also proven that customers place high priority on the way they are made to feel.

### COURSE OBJECTIVES

- Reviewed the criteria for an Effective 'Customer Service Person' and identified areas of strength and areas for development.
- Recognised the importance of receiving visitors and presenting the right image
- Defined the differences between poor satisfactory and excellence in customer care in the customer's perception.
- Agreed the most effective way of processing a call
- Practised effective questioning and listening skills.
- Recognised the main elements of professional telephone communication.
- Described the relative importance of words and voice in communication by telephone and face to face.
- Demonstrated their ability to deal with complaints
- Recognised the need to 'own' the problem
- Demonstrated their ability to put into practice the key elements of Customer Care through role play.
- Prepared a personal development action plan.

**COURSE DURATION:** 1 Day Course

### COURSE CONTENTS

#### Excellence in Customer Service

What do Customers really need/expect?  
Achieving 'customer satisfaction plus'  
Making the difference  
The internal and external customer  
Blocks and barriers

#### The Skills of Communication

How do we communicate?  
Essential communication skills  
Building rapport  
Listening  
Gathering information  
Passing on information

#### The Power of Behaviour

How are we judged – How do we judge others?  
Prejudices, assumptions, perceptions  
Positive Thinking – Positive Behaviour

#### The Skills of Telephone Communication

How do we communicate?  
Creating the right atmosphere  
Building Rapport

#### Receiving & Making Calls

Getting the most out of a call  
The out-going call - planning for effectiveness

#### Assertive Communication

Aggressive v Passive v Assertive Behaviours  
Effects of the three behaviours  
Rights and responsibilities

#### Dealing with Customer Problems

Owning the problem  
Diffusing anger and turning complaints into compliments  
Dealing with complaints

#### Personal Action Planning for Self Development

**Note: Teletrainer and Audio Equipment is used throughout the Course**

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