



Customer Service

*"There is a place in the world for any business that takes care of its customers."
Peter Drucker*

Overview

Each and every one of us serve customers, whether we realise it or not. Maybe you're on the frontlines of a company, serving the people who buy your products.

Perhaps you're an accountant, serving the employees by producing their pay checks and keeping the company running. Or maybe you're a company owner, serving your staff and your customers. This course will look at all types of customers and how we can serve them better and improve ourselves in the process.

This course will lead to creating and maintaining great customer service through motivating and teaching effective techniques. This in turn, leads to new business opportunities with customers and greater job satisfaction for the staff.

Who this course is for

This course is intended for front-line staff, sales, management and managers who are in direct contact with either internal or external customers and are required to manage a range of customer expectations.

Course outline

- Topic 1: Who We Are and What We Do
- Topic 2: Establishing Your Attitude
- Topic 3: Identifying and Addressing Their Needs
- Topic 4: Generating Return Business
- Topic 5: In-Person Customer Service
- Topic 6: Giving Customer Service over the Phone
- Topic 7: Providing Electronic Customer Service
- Topic 8: Recovering Difficult Customers
- Topic 9: Understanding When to Escalate

By the end of this course, learners should be able to:

- State what customer service means in relation to all their customers, both internal and external
- Recognise how their attitude affects CS
- Identify their customers' needs
- Use outstanding CS to generate return business
- Build good will through in-person CS
- Provide outstanding customer service over the phone
 - Connect with customers through online tools
 - Deal with difficult customers

√ Course Level	Short Course
√ Course Hours	8 hours
√ Course Standard Price	£85

Applies towards the following certificate(s) and award(s)

- Customer Service Excellence Diploma

