

CUSTOMER CARE CONCEPTS AND SKILLS

Aim:

To introduce participants to the concepts and skills of customer care; to gain their commitment to its value.

Objectives:

By the end of the course participants will have:

- Defined what customer service is and why it is important
- Identified the role and needs of their customers
- Learned about techniques of communication, complaints handling, positive listening and using body language
- Prepared a personal action plan for implementing customer care

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| Numbers: | 12 maximum |
| Duration: | One day, 9.30am to 4.45pm |
| Style: | Interactive, participative, learner-centered |
| Suitable for: | individuals and teams who need to build confidence in basic customer care |

CUSTOMER CARE – course descriptor

This is a one-day course which introduces participants to the concepts of customer care and examines the skills required for building successful, long lasting, good customer relations. Core areas covered include customer care and business development; communication; internal and external customers; constructive complaints handling; image and interpersonal skills.