



Winning customer service

This workshop will help you identify the factors that make your organisation attractive to its customers and show you how to develop them to achieve real improvements in service. By identifying the potential improvements to your employees' people skills, your technology and processes, you will be able to develop an effective customer service strategy to give your organisation the winning edge.

Course duration

Typically 1 day

Pre-requisites

None

Who should attend?

Suitable for employees dealing with internal or external customers, and those involved in developing customer service strategy

Course style

Highly participative using small group discussions, exercises and case studies

Course Content

- Identifying why customers like some organisations and not others
- examining strengths and weaknesses in customer service and the barriers to excellence
- understanding and managing customer expectations
- obtaining and using customer feedback effectively
- the role of leadership in the provision of customer service
- developing a customer service strategy appropriate for your team or organisation
- motivating teams and the impact this can have on customer service

Objectives

As a result of attending this workshop, you will be able to:

- identify the factors that make your organisation attractive to customers
- recognise the barriers to excellent customer service
- build effective customer-focussed relationships
- identify how to lead improvements in customer satisfaction
- identify potential improvements to people's skills, technology and processes for the benefit of customers
- decide on the relevant components of a customer service strategy

To book your place please contact the Business Development team

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This workshop can be tailored to meet your organisation's requirements.