



Course Profile

Professional Customer Care Skills

One Day Workshop

Who will benefit:

Receptionists, customer service and sales support staff, and anyone within the organisation with regular customer contact.

Objectives:

By the end of the course participants will be able to:

- ☺ Adopt a professional telephone manner
- ☺ Communicate assertively by taking control and directing the conversation
- ☺ Deliver information positively by offering options and alternatives
- ☺ Develop a range of versatile behaviours to use when dealing with difficult situations by:
 - listening actively
 - using empathy
 - gathering relevant information through effective questioning
 - finding solutions to concerns/problems quickly and efficiently
 - speaking positively and assertively

Module One – What is excellent customer care?

- Definitions
- Internal versus external customers
- Why customer care is important
- Meeting customer expectations



Module Two – Making a personal difference

- How do you measure customer care?
- Who makes the difference?
- Positive mental attitude
- Displaying professionalism both face-to-face and over the telephone
- Using positive language

Module Three – Gathering information and offering solutions

- Asking the right questions
- Active listening skills
- Summarising and clarifying skills

Module Four – Dealing with difficult situations

- How to give a 'service' no
- Demonstrating empathy
- Assertiveness techniques