

CUSTOMER SERVICE

"Customer service is the life blood of any business and good customer service is all about retaining customers "

- Max Depree

Introduction

One of the most important aspects of any company, local authority, charity, indeed, business in any form, is customer service.

If you don't have it, ultimately, you will fail.

Customer services needs to permeate every aspect of your company: how your people deal with external and internal customers; how colleagues treat each other and the business; how everyone -from the least senior employee to the most - interacts with the clients.

Developing excellent customer service skills is of utmost importance to the overall image and success of any organization. It leads to repeat business and recommendations.

Objective

- Understand core customer service concepts
- Understand organization communication style and customer's communication style
- Adapt to customers' communication styles
- Understand and effectively communicate the company customer service skills standards
- Handling difficult situations
- Deliver great customer service that adds value to the company and the customer

Methodology

The program will be delivered in focused modules with lots of exercises and practice opportunities. Structured learning will be employed during the program and will include, but not be limited to Instructor led sessions, Role Plays, Games, Tests &

Duration

16 hours

Batch size

Maximum 16 participants

Program Profile

Customer Service program will enable the participants understand **what is customer service** and its **importance** in business. The program also focuses on **understanding different communication styles** and how to deal with them, the usage of appropriate **customer service language**, working with **customer service standards**. Participants will be taken through the entire **rapport building** process and the importance of **listening and questioning skills**.

The program also addresses insights into **handling difficult situations**, **customer satisfaction** and value creation as important **retention strategies**.

