
Customer Care

Course Duration : 1 day

Course Overview

Good customer care depends on the attitudes and skills of each individual employee. Without it few businesses succeed. People at all levels need to understand how communication works from the customer's perspective and to get an understanding of the best way to approach individual customers.

Objectives

Delegates will be able to :

- Have an understanding of rapport, the customer's thinking and some of the differences between different customers. Delegates will also be able to embrace complaints and deal with difficult customers.

Course Content

Introduction

The need for customer care and what it is
What's in it for you?
Customer satisfaction verses customer loyalty
Who are our customers?

Projecting a Professional and Competent Image

Communicating effectively in all situations
Verbal and non-verbal communication

Understanding Different Personalities

What is your personal style? - a self-assessment
Recognising other's styles
Communicating with other styles

Understanding Customer Needs

Effective listening
Questioning techniques
Probing
Summarising the conversation

Handling Complaints

We need complaints
Ownership of complaints and problems
You don't always have to say 'sorry'
The right way to say 'No'
Working with your customers, not against them
Simple methods of dealing with complaints

Tough Customers

Staying cool under pressure
Dealing with conflict



Related Courses

[Customer Service and Dealing with Aggression on the Phone](#)
[Conflict Management](#)
[Team Building](#)
[Time Management](#)

Training Options

- Public scheduled courses at one of our training venues
- Private course at your company office. Training can be delivered throughout the UK
- Bespoke customised courses written to your specific needs, delivered at client's premises throughout the UK, at our training venues or a convenient third-party location
- For further information please contact us on 0191 377 8377

What's Included

- Relaxed refreshment area at our training venues
- Lunch and refreshments when training is delivered at our training venue
- Comprehensive course manual and exercises