



**Delivering excellent
customer service**

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What is this programme about?

- Customers no longer expect high levels of service, they demand it, and they vote with their feet when it's not delivered. Neglect the customer service aspect of your business and, ultimately, your bottom line will suffer.
- For many organisations nowadays customer service is paramount is developing and sustaining a competitive edge. In this two-day programme we focus on how to respond to customer queries, problems and complaints over the phone, and how to resolve them effectively on the first call wherever possible.

Who is this programme for?

- The programme is aimed at anyone who provides external and/or internal customer service

Programme outcomes

- At the end of the programme participants will be able to:
 - increase their understanding of customers to enable them to build rapport and relationships
 - use behavioural skills to structure and control interactions, from an effective interaction opening to an appropriate close
 - use advanced questioning skills to uncover needs, identify problems and clarify requirements
 - demonstrate capability to solve problems, resolve complaints and add value for the customer by relating solutions to customers' needs and requirements
 - influence internal relationships to further improve external customer service.

Programme methodology

- The programme introduces delegates to the key concepts and behaviours that underpin effective customer service, and provides them with exercises and company/role specific scenarios so that they can practise directly applying their skills. Where possible we analyse real interactions to assess performance and give feedback for learning. At the end delegates create an action plan for how they will use and develop the skills back in the work place.

Business benefits

Companies working with Huthwaite have experienced tangible improvements in customer satisfaction, as well as more effective use of time, increased employee motivation and retention and reduced training time for new starters.

