

## Course Outline - **Customer Service**

**Description:** Good customer service depends on the attitudes and skills of the 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:** Upon completion of the course student will have an understanding of rapport, the customer's thinking and some of the differences between different customers. Delegates will also be able to recognise these different patterns, utilise them and so improve customer satisfaction.

**Pre-Requisites** No previous knowledge is required

**Duration:** One day

### **Introduction**

The need for customer service  
What is excellent customer service?  
Who are our customers?  
What's in it for you?

### **Projecting a Professional and Competent Image**

Communicate 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  
Working with your customers, not against them  
Simple methods of dealing with complaints

### **Tough Customers**

Staying cool under pressure  
Dealing with conflict

