

Communication & Customer Care Training Programme

2 day
Course

'Providing Superior Customer Service through Effective Communication'

Business Scenario In the UK an astonishing 70% of customers feel let down by their service providers. The challenge to provide customer satisfaction never ends. Staff and their managers have to take responsibility for building positive relationships with patients, consultants and service users. Strong customer care requires excellent communication skills as well as a clear definition of the level of service required.

Who will Benefit? Those wanting to further understand the essential elements of good communication and customer service and the role they play in providing that service. Explore and practise techniques that will help manage customer expectations and build your professional confidence with a diverse range of customers.

Course Objectives By the end of the course you will be able to:

- Identify the qualities of good customer care – what should users expect?
- Examine your role in the customer service chain
- Understand and commit to a 'superior service' of care
- Identify 4 main communication styles, and 3 main 'Ego states' when communicating
- Review and direct customer interactions for 'best practise' outcome
- Understand cultural aspects of communication
- Understand and communicate more effectively with angry and difficult customers

Course Content

What is a customer?

- Internal and external customers
- Understanding their wants and needs
- The 4 levels of customer service or care

Understanding your customer

- The different types of customer and how to handle them
- Recognising what makes difficult customers
- Building rapport

Management through communication

- Using positive language
- How to say 'yes' and 'no'
- Transactional Analysis – communicating with frightened or angry service users.
- DISC Analysis – building long term communication with service users
- Discussion on the cultural aspects of communication

Course Features You will develop practical insights into the meaning of customer care using discussion, exercises, case studies, actor-led forums and sharing past experiences. You will practise the inter-personal skills needed when dealing with patients and service users.