

## Confidence with Customers

1 day  
Course

'If you don't look after your customers, somebody else will.'

**Business Scenario** Repeat business and customer loyalty are invaluable within most organisations. 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 lasting customer relationships. Whether we work in profit or non-profit making organisations, how we treat our customers will often determine our success.

**Who will Benefit?** Those wanting to further understand the essential elements of good 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 customers.

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

- Identify the qualities of good customer service
- Understand your role in the customer service chain
- Recognise the value of 'taking ownership'
- Communicate more effectively with angry and difficult customers
- Examine the skills needed to better understand customer expectations
- Explore the benefits of creating a positive image

## Course Content

## What is a customer?

- Internal and external customers
- Understanding their wants and needs
- The difference between service & satisfaction

## Understanding your customer

- The different types of customer and how to handle them
- Recognising moments of truth
- Building rapport

## Responding to the customer

- Using positive language
- How to say 'yes' and 'no'
- Dealing with difficult customers
- Listening and responding to needs and wants

**Course Features** You will develop practical insights into the meaning of customer care using discussion, exercises, case studies and sharing past experiences. You will practise the inter-personal skills needed when dealing with customers, both internal and external.