

## Managing Customer Care

½ day  
Course

## 'Caring for Customers in a Modern World, the NHS Way'

<b>Business Scenario</b>	<p>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. Whether they are patients, clients or customers, how we treat the people who use our service is a major factor in our success. The challenge for managers is meeting the ever-increasing expectations of service users, with limited resources.</p> <p>This session is designed for anyone with responsibility for managing the relationship between the organisation and its users.</p>
<b>Who will Benefit?</b>	Those wanting to further understand the essential elements of managing customer service.
<b>Course Objectives</b>	<p>By the end of the course you will be able to:</p> <ul style="list-style-type: none"> <li>▪ Recognise the spoken and unspoken needs of your service users</li> <li>▪ Evaluate your organisation's systems, procedures and standards of service</li> <li>▪ Understand the organisational support needed for front line customer service</li> <li>▪ Apply a simple model to ensure an appropriate response to service failures</li> </ul>
<b>Course Content</b>	
<p><b>What are customer needs?</b></p> <ul style="list-style-type: none"> <li>▪ Internal and external customers</li> <li>▪ Understanding their wants and needs</li> <li>▪ The difference between spoken and unspoken needs</li> </ul> <p><b>Responding effectively to service failures</b></p> <ul style="list-style-type: none"> <li>▪ A simple model for service recovery</li> <li>▪ Ensuring an appropriate response</li> <li>▪ Saving time and money with targeted responses</li> </ul>	<p><b>Providing support for effective customer service</b></p> <ul style="list-style-type: none"> <li>▪ Developing and using systems</li> <li>▪ Ensuring appropriate procedures are in place</li> <li>▪ Determining, communicating and monitoring standards</li> </ul>
<b>Course Features</b>	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.