

## **Customer Service Excellence training - 1 day (8 hours)**

**This Customer Service training course uncovers the secrets and strategies of building a business based on improving and gaining outstanding levels of customer service and satisfaction.**

### **Customer Service Training Course Objectives:-**

The ultimate goal of this Customer Service Excellence training course is of course increased customer loyalty and retention. This requires the integration of many different parts of a business, from senior management to the sales force, from marketing to production and human resources.

### **Customer Service Training Course Content**

After this customer service training course, delegates will be able to:

- ❖ Recognize what 'customer service excellence' really means - to you and your customers
- ❖ Understand the logic behind spending more on valuable customers, rather than "one-size-fits-all" marketing
- ❖ Understand and shape the role of each employee in the customer value chain
- ❖ Identify 'best practice' in managing different customer situations, including complaints
- ❖ Motivate and maintain morale in front-line customer service staff and teams
- ❖ Integrate all aspects of your organization to manage and exceed customer expectations
- ❖ Develop, motivate and inspire customer-value staff to deliver high quality consistently
- ❖ Measure and assess how well customer service standards and objectives are being achieved
- ❖ Overcome internal communication barriers

Form stronger relationships with individual customers through interactive Customer Centric (CC) processes and standards