

# "Effective Customer Service" ©

*Take care of your customers or someone else will*

**The way you treat your customers is the first and the last link in the chain to ensure they come back for more.**

This programme is designed to build on the basic concepts of first class customer service, and telephone handling to show exactly how to maintain customer loyalty, with some new ideas that really work!

The programme is designed to provoke and stimulate fresh thinking, plus provide practical ideas that can be applied immediately in the workplace.

The benefit will be:

- Improved business results through more professional contact with customers
- Increased delegate confidence in their own ability to deal effectively with customers
- Increased understanding of the importance of the customer in the long-term security of the business
- To improve the company perception as being more caring, reliable and professional by its dealings with customers.

The course, which can be designed to suit individual organisations needs has been carefully researched and the workshop developed in order to offer practical solutions to known or likely situations.

The course covers:

- The professional and positive image
- Rapport
- Responding effectively to queries
- Positive language
- Effective questioning
- Proactive solutions
- Managing objections

## **WHO SHOULD ATTEND?**

Anyone who has customer/client contact and is seeking to benefit from exposure to proven ideas, that will help them perform professionally to achieve outstanding success.

## **COURSE DURATION:**

1 full day (9.30 - 4.30)

## **LEARN ABOUT:**

An individual employee alone is unlikely to achieve major changes in the quality of customer service in an organisation. Our training programmes are therefore carefully researched and delivered to build up a critical mass of people who are pulling in the same direction to collectively consider: -

- Why customer service matters
- What's different about good service
- Performance standards
- Turning complaints into opportunities
- Listening to customers
- Assertiveness and good service
- Effective customer communications

## **...AND THE COST?**

*Free for the first 25 delegates*

# The Effective Business

Call on: 0800 1380916 or email [info@bdu.org.uk](mailto:info@bdu.org.uk)

*Information on other courses in "The Effective Business Series" is available on request  
Courses are running throughout the year, please call for details of start dates and venues*