

# Customer Service Programme

A series of interactive workshops to embed the importance of exceptional customer experiences.

## Areas Covered

- ▶ Star service performer – qualities and attributes
- ▶ The internal customer
- ▶ The impact of the supply chain and the importance of teamwork
- ▶ Improving customer communication
- ▶ The customer on the phone
- ▶ Handling difficult customers
- ▶ Selling through service
- ▶ Complaints to compliments
- ▶ Taking responsibility for customer satisfaction

## Business Benefits

- ▶ Secure new customers
- ▶ Retain existing customers
- ▶ Word of mouth “free advertising”
- ▶ Renowned for your exceptional levels of customer service
- ▶ Increased competitor advantage
- ▶ Increased productivity through “getting it right first time”

