

## Caring for Customers

As W. Edwards Deming observed:

*'Profit in business comes from repeat customers, customers that boast about your product or service, and that bring their friends with them'.*

The aim of this workshop is to help you generate delighted customers - the kind of customer that will boast about what a wonderful job you've done. We unpack the foundations of great customer service, and teach you how to be proactive in ensuring customer satisfaction. Our highly participative approach includes role-plays to develop practical skills, including how to deal with difficult or complaining customers.

### Overview

<b>Type of Learning:</b>	Workshop
<b>Suitable for:</b>	Organisations who want to ensure their customers are delighted. Day 1 is suitable for all staff; day 2 for customer-facing staff who need great interpersonal skills; day 3 for customer-service managers (this workshop can be tailored for organisations who have 'beneficiaries' or 'end users' rather than paying customers)
<b>Duration:</b>	3 days
<b>Key Question:</b>	How can I contribute to the success of my organisation by delighting my customers?
<b>Expected Outcomes:</b>	A depth of understanding concerning how customer satisfaction is essential for the success of an organisation. We equip you with practical skills that will help you to generate delighted customers - customers who will keep coming back, bringing others with them
<b>Content Information:</b>	For in-house training, this workshop can be split up into three one-day workshops that different categories of staff can attend. Day 1 is suitable for all staff. Day 2 is for customer service managers and the front-line staff who deal directly with external customers. Day 3 is for customer service managers only.  The goals for each of these workshops are shown overleaf:

**Goals:****Day 1:**

- Understand how customer expectations are formed and what is meant by 'customer satisfaction'
- Understand the relationship between customer satisfaction and success (for organisations & their staff)
- Take personal responsibility for promoting your organisation's brand and ensuring customer satisfaction
- Understand your role in providing valued products/deliverables and superb customer experience
- Communicate with customers in a way that demonstrates understanding of their request or problem
- Use a problem-solving approach to handle customer requests effectively

**Day 2:**

- Understand how a person's choice of behaviour can have a positive or negative impact on others
- Adjust your behaviour in order to build positive relationships with others
- Use advanced listening skills in order to understand difficult customers
- Handle customer complaints and criticism positively
- Be aware of good practice for written and telephone communications

**Day 3:**

- Map out the 'customer journey' for your customers, identifying opportunities for improvement
- Manage your delivery systems to ensure that customer expectations are reliably delivered (& push the boundaries in order to delight your customers)
- Negotiate realistic expectations with customers
- Deal effectively with a customer's problem

**Other Information:**

However good the soft skills of your front line staff, great customer care depends on delivering a great product or service. Ensuring the quality of your product or service is covered on the training, however, we often find that clients benefit from some consultancy support. The 'Work Planning' workshop will help you to identify what needs to be done in order to deliver great product or service; and our 'Improving Processes & Developing Procedures' consultancy will ensure excellence time after time

**Contact Us**

For further information about this solution, or to receive a formal proposal, please contact [info@theleadershipteam.org](mailto:info@theleadershipteam.org)