



Delivering Excellence through Customer Service

½ day course

The purpose of the course is to help your employees understand how to excel through giving excellent customer service. It looks at why this is important to your company and how this will in time improve your standing within your industry, as well as improving and promoting your business. Most importantly, it will give your employees the skills and confidence to deal with customers internally and externally.

This training course focuses on encouraging employees to participate in delivering a consistent approach to your customers as well as helping them manage “challenging ones”. It will give everyone the opportunity to share best practices and to also develop and discuss new ones which will develop and improve your organisation.

Style of delivery

The training will be very interactive, while still ensuring that the key learning is taken from it. There will be plenty of opportunity for the attendees to discuss ideas and past examples of customer situations they would want to be able to deal with better.

With many of our clients we also conduct a mystery shopping exercise before the course so that this can be built in to the day, and of course repeated afterwards to be able to see the improvement. This does attract an additional cost but all clients who have taken up this option have said it was well worth it in terms of feedback, and in terms of the content being tailored to them.

Content

The main areas covered in the course are:

- Defining what customer service really means to your company and what constitutes good and bad service and why this is
- Considering what the company’s customers actually want (and then if mystery shopping was completed, we share what they actually want)
- Why complaints are a good thing
- How to provide better customer service, and how this can be measured and reviewed

What others have said about this course

“A very useful tool, giving the team a common goal to work towards.”

“Excellent training. Direct and relevant; interactive and thought-provoking.”

**To find out more or to book this course for your team, call us on
01536 215240 or email lou@gatewayhr.com**