

Customer Service



A one-day interactive workshop to help you provide excellent levels of customer service

"I feel as though I have gained more confidence within myself to deal with the public."

Introduction

This course is designed for those who are new to customer service or those who are looking to develop their existing skills.

Content

1. What is customer service and why is it important?

The aim of this unit is to ensure a unified understanding of the purpose of customer service and to draw on attendees' personal experiences, both good and poor.

2. The fundamental needs of all customers

The aim of this unit is to establish the basic expectations of customers in all settings, and to see how these apply to a specific situation.

3. The golden rules of customer service

The aim of this unit is to recognise the unbreakable rules of customer service. For example:

- The customer comes first
- Always follow through on promises
- Be professional in every situation
- All customers are different
- To the customer, YOU are the company

4. Customer interaction

The aim of this unit is to understand the components of customer interaction.

This will include:

- Staying within professional boundaries

Gary Bedingfield is a fully qualified further education trainer with 25 years industry experience and a passion for helping people reach their full potential. He started his own business, Gary Bedingfield Training, in 2009, and delivers trainer training, staff development, employability skills and personal development to clients across the UK including NHS Scotland, CBRE, BP, BBC and many local councils.

- Using appropriate language at all times
- Meeting/managing customer expectations
- Taking ownership and responsibility
- Using active listening skills
- Knowing what to say and what not to say
- Using questioning techniques to meet customer needs
- Dealing with a challenging/emotional customer

5. Handling complaints

The aim of this unit is to ensure a uniform approach to handling customer complaints. This will include:

- Acknowledging the problem
- Gathering all the facts– even if you need to pass it on to someone else
- Explaining to the customer how the problem will be dealt with
- Providing customers with updates, even if there is nothing new to tell them
- Making sure the customer is satisfied with the outcome

6. Preparing for a difficult conversation

The aim of this unit is to make difficult conversations productive for both parties. This will include:

- Identifying what you want to achieve
- Ensuring you have all the facts
- Being prepared to admit the part you have played
- Picking the right time and location
- Delivering the news clearly, concisely and confidently
- Allowing it to become a conversation
- Ensuring the conversation reaches a conclusion
- Scheduling a follow up conversation to ensure the customer is satisfied

Group Size: up to 12

Duration: 1 day (9:30am to 3:30pm)

Delivery Type: face-to-face or via Zoom

Certification: GBT Customer Service Certificate of Attendance

For more information, email us at info@garybedingfield.co.uk

"A very informative and interesting course, highly recommended to anyone with frontline customer contact."

Gary Bedingfield Training

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