
Customer Satisfaction and Care



Course Title: **Customer Satisfaction and Care**

Duration: **1-day**

Course reference code: **MT-7**

Target Audience: *People who have to:*

- Give formal or informal presentations,
- Influence others in a positive and informative way,
- Present information in a clear and interesting way.

On-Site Costs:

- Up to 12 delegates may attend this course
- Conducted at a client's chosen location
- Comprehensive printed handouts for each delegate
- See our pricing structure for the total cost of this package

Brief Description

Most organisations these days are in competitive situations with other organisations offering a similar product and/or service at a similar price. Many organisations have recognised that, from a customer's viewpoint, it is the skills and attitudes of their employees that make the difference. Projecting the right corporate image, improving customer satisfaction levels and enhancing a company's reputation are key issues that **MUST** be handled correctly if a company is to succeed in today's highly competitive marketplace.

Course Overview

- Objectives
- Introduction and Setting the Scene
- Principles of Good Business
- WORKSHOP - "The Difference is YOU"
- Analysis and Understanding of:-
 - Your products
 - Your Marketplace
 - Your Customers
 - Your Competition
- WORKSHOP - "What do people really buy?"
- Mind Mapping as a planning tool:
 - applied to Customer Care
 - typical applications
- Effective Communication Skills
- How to Talk & Listen Effectively
- Questioning Techniques
- Dealing with Complaints & Problem Solving
- Telephone Techniques
- WORKSHOP - "Customers and the Telephone"
- Basic TIME Management Techniques
- WORKSHOP - "Beating the Clock"
- Good Customer Relations
- WORKSHOP - "Teamwork and the Supplier/Customer chain"

Delegates will be encouraged to participate fully in the various case studies, discussion sessions and practical exercises that are conducted during the course.