

Example Training Programme

This information is for indication purposes only. We design programmes to your specific business requirements to help you and your staff achieve your business goals.

Customer Service

Pre work

- Manager holds a briefing with their staff
- Familiarisation visit / research
- Survey of customer feedback

Workshops - 4 x individual sessions

Workshop 1: What is Customer Service?

- Identify when they have received great service as a customer of another organisation
- Describe what makes great customer service
- Discuss why great Customer Service is important to a Business, its Customers & its Staff
- Identify who your customers are
- Demonstrate the importance of a strong customer/supplier chain
- Team working exercise

Workshop 2: Customer Service within Your Business

- Recap from Workshop 1
- Comments from a sample of your customers (Balanced feedback)
- Write a set of customer service standards that apply to your business
- The team measures themselves against their own standards
- Discuss scores (why they scored high, middle, low)
- Suggest ways to improve and challenges that will hold them back
- Team working exercise

Workshop 3: Improving your Customer Service

- Recap from Workshop 2
- Exercise - expectation exchange (between Manager and staff)
- Debrief exercise and discuss outputs
- Begin to action plan and prioritise (Impact/Ease)
- Team working exercise

Workshop 4: How to handle difficult customers

- Recap from Workshop 3
- Describe different types of customer behaviour, how you feel like responding and how the customer wants you to respond
- Demonstrate the impact of responding in a way you might feel like
- 3 key tips when dealing with a customer
- Dealing effectively with the different types of customer behaviour