

## AIMS

To be able to provide good customer service

## DURATION

Half Day Course (3 Hours)

## LEARNING OUTCOMES

By the end of this course, you will:

- Understand what is meant by good customer service
- Know the importance of making a good first impression
- Understand the importance of complaints
- Understand the importance of evaluation and feedback
- Know ways to make people feel special
- Recognise how special events affect people
- Recognise the expectations of customers
- Know how to meet the needs of customers
- Understand the principles of effective communication
- Recognise how the business environment affects customers

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## LESSONS AND TOPICS

### Customer Care

- Understand What Is Meant By Good Customer Service
- Know The Importance Of Making A Good First Impression
- Proper Use Of Language
- Bad Customer Service
- Tips For Good Customer Service

### Telephone Communication

- Adopt A Positive Tone
- Smile On The Phone
- Speak Clearly
- Be Sincere
- Use Their Name
- Leave The Customer Satisfied

### Complaints

- Understand The Importance Of Complaints
- Receiving Complaints
- Complaint Tips – Taking A Complaint
- Complaint Tips – Finding Solutions

### Evaluation And Feedback

- Understand The Importance Of Evaluation And Feedback

### Cost Of Customer Care

- Recognise The Expectations Of Customers
- Know How To Meet The Needs Of Customers

### Good Communication

- Understand The Principles Of Effective Communication
- Barriers To Communication

### Environment

- Recognise How The Business Environment Affects Customers