

Customer Care

Course Objectives

Delegates should be able to:

- Recognise what Customer Care is, and why it is important and essential
- Develop Customer Care skills

Course Contents

The aim of the course is to show delegates how they and their colleagues can improve their attitudes and performance, in order to make customers feel that their whole business is genuinely interested in them and is led by the customer, and for the customer.

Key Topics include:

- What is total customer care? And why do we need it?
- First impressions – visual image
- Behaviour and attitude – taught or caught.
- From cleaner to manager – a Team, not a group of individuals.
- Internal or external – still a customer
- Body language and communications skills – an impressive talent.
- Dealing with complaints, without losing customers.
- There's no "I" in TEAMWORK.
- For things to change - first I must change
- Planning to succeed, changing attitudes