

# Who says the Customer is always right?

## Who can benefit?

The course is suitable for delegates who deal either directly on the 'front line' of customer service or who have responsibility within an organisation for making it happen.

## Course Objectives

- Define customer expectations
- Understand personal and organisational attitudes towards the customer
- Provide examples of exceeding expectations
- Assess their own skills against a Quality Customer Service Model
- Describe their customer complaint processes
- Outline strategies for dealing with difficult situations and people within these processes
- Demonstrate effective communication skills and assertive behaviours
- Draw up an action plan for themselves and their area of work

## Course content

- Customer expectations using a comparison of different industries
- Exceeding expectations
- Quality Customer Service
- Complaints processes and associated skills
- Assertive communication
- Action planning

## Course Duration

1 day