

INFORMATION SHEET: Fundamentals of Customer Service

Programme Outline

A 4 night workshop covering the essentials of customer service will provide an understanding of what excellent customer service is, how it is delivered and why it is a key tool in achieving success in business.

The session covers both strategic and operational Customer Service, how to develop and implement a Customer Service Initiative, and the day to day skills needed to handle complaints, enquiries, compliments, and meet and exceed Customer expectations, turning your customers into advocates for your business.

CUSTOMER SERVICE Part 1 – Night 1 & 2

- Learning lessons from Excellent Customer Service Providers
- Moments of Truth
- The 3 Circles of Customer Service
- The 4 P's in Customer Service
- The 5 Stages in the Customer Service Journey
- The 6 steps on the Customer Service Ladder
- Internal customer service
- Who is your customer
- Determining responsibilities

CUSTOMER SERVICE Part 2 Night

- About Customers
- Why Businesses lose Customers
- What Customers value in Salespeople
- The lifetime Value of a Customer
- The Multiplicative effects of Poor Customer Service
- Customer Inquiries, Compliments & Complaints
- Handling an inquiry (9 steps)
- Justified and Unjustified Complaints
- Face to face (6 steps) and on the phone (10 steps)
- Turning complaints into opportunities
- Your company policy remedy list
- The Disney Matrix
- Appropriate responses

Date : Tuesday, 23rd February, 2nd, 9th & 16th March 2010

Time: 7 pm – 9 pm

Venue: Tipperary Town

Cost: €50

Trainer: Terry Harmer, NLC Training