



ONE-DAY WORKSHOP

DELIVERING CUSTOMER SERVICE EXCELLENCE

Introduction

The Delivering Customer Service Excellence workshop provides guidance on how companies promote customer satisfaction and, moreover, loyalty. This involves understanding who the customer is, how to manage communications with customers, particularly customer questions and complaints, and how to resolve disputes amicably.

The goal of providing excellence in your customer service is to build long-term relationships - those in which the customer keeps buying the product or service and recommending it to others.

By attending this session, the attendee will gain a working knowledge of the importance of engagement, communication and building working relationships with customers.

Content:

- Who are we producing the outcomes and outputs for?
- Defining who is the customer - internal and external
- How do we know when a customer is satisfied with what we are providing?
- Dealing with the dissatisfied customer
- The voice of the customer and listening to the customer
- Strategies for improving customer relations
- Building customer loyalty

Delegates will be provided with a full suite of electronic materials on completion of the programme which includes toolkits and training materials.

Facilitator

David Leask, Consultant, NEREO.

Further Details

For further information, or to book an event, please contact Maureen O'Keefe on 0191 2495874 or email mokeefe@neréo.gov.uk