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Customer Care

In a successful and established organisation, it is easy for staff to take customers for granted. Very few staff set out to be deliberately un-cooperative with customers and yet, every day, some customers will fail to be treated with the respect that they deserve.

No matter what business you work in, whether it be retail, leisure, finance or even within government services, be it local or national you still have to deal with CUSTOMERS.

This course will teach the delegates the impact that they can have on a customer no matter how small or insignificant they may see their role....because it isn't small or insignificant.

Course Objectives

This course is designed to enable delegates to be aware of the importance of customer care whether dealing with customers/service users over the telephone or face to face.

How to promote good all round customer care by being more positive in the way they do their job.

The course will also explore the area of the internal customer. These are the customers who they work with and who may well depend on them.

Course Content

Why customers matter

What is good customer care?

Creating the right impression

The art of communication

Creating the right rapport with customers

Finding out the needs of the customer

Identifying the internal customer

Being assertive, not aggressive

Using the telephone professionally

Selling your organisation

Promoting the correct organisation image

Dealing with Complaints in a positive way

Measuring good customer care

Dealing with angry and irate customers

Personal Safety

