Customer Care
1 Day Training Workshop

Aim of the workshop:
The aim of this workshop is to build on delegates existing skills in dealing with customers and to bring them in line with best practice standards.

9.30 a.m.
Session 1: Introduction to the workshop
- Welcome and introductions
- Understanding the workshop aims and objectives

This module will ensure that delegates understand how to:
- Why reputation matters?
- Reputation versus customer expectations.
- How reputation can be lost?
- The needs and wants of different types of customers.
- Exercise – Customer Segmentation

11.00 a.m. – 11.15 a.m.   **Break for Coffee/Tea**

11.15 a.m.
Session 2: Effective Conflict Resolution and Prevention
This module will ensure delegates understand how customer problems can occur and will develop skills to better enable conflict resolution:
- How and why can customers become difficult.
- Deal with difficult customers on the telephone.
- Become an active listener.
- Negotiate effectively.
- Solve customer problems.
- Exercise – solve a customer problem?

1.00 p.m. – 2.00 p.m.   **Lunch**

2.00 p.m.
Session 3: Developing Positive Communication Skills
This module will focus on developing positive communication skills:
- ➢ Proactive versus reactive communication
- ➢ Identifying four types of customers on the telephone
- ➢ Pacing & matching (building rapport)
- ➢ Clarification (check if everything is clear)
- ➢ Emotional intelligence and signposting while on the phone
- ➢ Redirecting telephone calls
- ➢ The use of informal and formal language
- ➢ Changing negative into positive communication

2.00 p.m.
Session 3: Positive Communications
This module will ensure an understanding of the impact communication has on the listener:
- ➢ Proactive versus reactive communication
- ➢ Identifying four types of customers on the telephone
- ➢ Pacing & matching (rapport skills)
- ➢ Clarification (check if everything is clear)
- ➢ Emotional intelligence self-assessment
- ➢ Signposting while on the phone
- ➢ Redirecting telephone calls
- ➢ The use of informal and formal language
- ➢ Changing negative communication into positive communication

4.15 p.m.
Evaluation of the day
Conclusions and action planning for future development

4.30 p.m.   **CLOSE**