

## Customer Care Management

### Aimed at:

Those involved in the area of Customer Service or Customer Relationship Management, whether the role exists independently or as sub-function of another responsibility, (i.e. sales, follow up services, business development, human resource management, training). Anyone charged with the responsibility of getting and retaining customers, keeping those customers loyal and building their business.



### Course Objective:

In an increasingly competitive commercial environment where the consumer (business or end user) has more choice than ever the Service Supplier has to find ways to differentiate their businesses from their competitors. Traditional approaches to this challenge are less effective as it is harder today to offer a really different, product, price, distribution system or promotion. The course looks at providing excellent customer service as the answer.

### Contents:

#### What is Customer Service?

- The three Circles of Customer Service
- The Cycle of Service
- The Customer Service Ladder

#### The Importance of Customer Service

- The future development of your business
- A satisfied customer is a repeat customer
- Satisfied customers sell for you

#### The Main Components of Communication

- Listening skills
- Questioning Techniques
- Writing - Speaking - Non-verbal communication

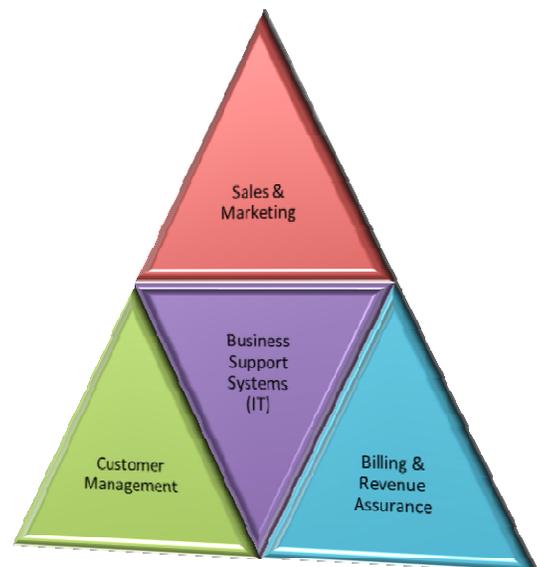
#### Telephone Techniques

- Handling the issues on the phone
- Upping your vocal and verbal skills

#### Internal Customer Service

- Turning the pyramid on its head

#### The Elements of Effective Customer Service



- Body language - Non-verbal indicators
- Facial expression - Body stance - Use of hands
- Developing and demonstrating a positive attitude
- Letting your customers know that you value and respect them

### **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 and Complaints**

- Justified and unjustified
- Your company policy remedy list

### **The Disney Matrix**

- Appropriate responses

### **Training Outcomes:**

At the end of this programme participants will be able to:

Carry out a Customer Service audit on your business

Evaluate your strengths & weaknesses (staff & business)

Develop marketing strategies based on your strengths

Create training plans & initiatives to eliminate weaknesses

Write a customer service statement for your business

Install customer service standards for your staff

Understand the customer service journey, the 3 rings of customer service and how to use this information to

Increase the average sale, the frequency of customer purchases and customer loyalty

Turn your customers into supporters and advocates of your business

### **Training Process:**

The programme will provide theoretical insights into the various aspects of the course content and support these with practical examples and case studies. Interaction will be an integral part of the programme as participants will be expected to discuss how the theoretical frameworks relate to their own individual situations.

### **Certification:**

This programme is certified by ILM  
(Subject to assessment details below)

### **Assessment:**

Participants will undergo an assessment while on the programme. It will take the format of a short written assignment. Participants will be required to conduct a customer service audit of their organization under a series of headings and to apply what they have learnt by devising an action plan to address weaker areas of the business. An overview of the assessment and its scoring will be given to the participants at the start of the programme.