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**silicon
beach**
TRAINING

Customer Service Excellence

Duration: 1 day

Prerequisites

There are no prerequisites for this course

This Customer Service training course uncovers the secrets and strategies of building a business based on improving and gaining outstanding levels of customer service and satisfaction.

Objectives

The ultimate goal of this Customer Service Excellence training course is of course increased customer loyalty and retention. This requires the integration of many different parts of a business, from senior management to the sales force, from marketing to production and human resources.

Course Content

After this customer service training course, delegates will be able to:

- Recognise what 'customer service excellence' really means - to you and your customers
- Understand the logic behind spending more on valuable customers, rather than "one-size-fits-all" marketing
- Understand and shape the role of each employee in the customer value chain
- Identify 'best practice' in managing different customer situations, including complaints
- Motivate and maintain morale in front-line customer service staff and teams
- Integrate all aspects of your organisation to manage and exceed customer expectations
- Develop, motivate and inspire customer-value staff to deliver high quality consistently
- Measure and assess how well customer service standards and objectives are being achieved
- Overcome internal communication barriers
- Form stronger relationships with individual customers through interactive Customer Centric (CC) processes and standards

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Effective Telephone Skills: 1 day

Active Listening Skills: 1 day

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