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What is Customer Service Excellence Training?

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.

Use the tools and techniques taught on this sales training course to improve your customer service and retain clients and boost business. Personal recommendations account for a huge amount of new business in any sector and the easiest way to gain recommendations is by going the extra mile for your customers.

Our Customer Service Excellence training course is taught privately and so can be tailored to your specific business objectives. Call us on +44 (0)1273 622272 to discuss your requirements.

Course Objectives

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

- Self-assessment of customer service
- Understanding your customers
- Following the customer journey

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- Defining service excellence
- The value of service standards
- Capturing the voice of the customer
- Excellence in customer relations
- Practising service excellence leadership.
- Designing employee engagement approaches

This Customer Service Excellence training course provides delegates with a solid grounding in the secrets and strategies of building a business based on improving and gaining outstanding levels of customer service and satisfaction.