



Customer Service Training

Looking to enhance your customer service skills? Our comprehensive program, delivered by our experienced training team, will equip you with the knowledge and skills necessary for delivering high-quality customer service experiences.

Explore the fundamental principles of customer service and best practices for effective communication and empathy-building, whilst learning effective conflict resolution strategies. By the end of the course, you'll have the confidence and skills to excel in a customer-facing role, surpass customer expectations, and drive business success through exceptional service.

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Learning Outcomes

- Understanding the link between customer service and loyalty
- Understand recognised customer service models and when to use them
- Explore how customer service can impact on the business reputation
- Describe barriers to good customer service
- Demonstrate how to communicate effectively with customers
- Describe when an observation by a customer should be identified as a complaint
- Explore the 5 different complainant personalities
- Manage the complaint journey to effective resolution
- Understand the role of compliance and regulation

Course Content

Module 1: Understanding Customer Service:

- This module provides participants with foundational knowledge of the principles, importance, and components of excellent customer service. Learners explore the significance of customer satisfaction, communication skills, and empathy in building positive relationships and fostering loyalty. Through real-life examples and interactive activities, participants gain insights into the role of customer service in business success and personal growth.

Course Content

Module 2: Understanding the Reactive Model:

- This model involves addressing issues or concerns raised by customers after they have experienced a problem. It focuses on resolving issues promptly and effectively, often through customer complaints or feedback channels. While reactive in nature, it aims to turn negative experiences into positive outcomes, fostering customer satisfaction and loyalty through responsive service delivery.

Module 3: Understanding the Pro-active Model:

- The proactive model involves anticipating and addressing potential issues before they escalate into problems. It emphasises preventive measures such as regular communication, proactive outreach, and anticipatory problem-solving. By taking proactive steps to understand and meet customer needs, businesses can enhance customer satisfaction and build trust.

Module 4: Understanding the Self-Service Model:

- The self-service model in customer service empowers customers to find solutions to their own inquiries and issues independently. It typically involves providing resources such as FAQs, knowledge bases, tutorials, and automated systems like chatbots or IVR (Interactive Voice Response) systems. This approach offers convenience, efficiency, and flexibility for customers while reducing the workload on customer service agents.

Course Content

Module 5: Challenges:

- In this module we look at the common obstacles faced in customer service, such as handling difficult customers, managing high call volumes, and resolving complex issues. Participants explore effective strategies, communication techniques, and problem-solving approaches to mitigate and overcome challenges.

Module 6: Building Strong Customer Relationships:

- We explore strategies to cultivate enduring connections with customers. Participants learn the importance of trust and communication and develop skills to anticipate needs, address concerns, and exceed expectations.

Module 7: Handling Customer Complaints:

- This module equips participants with essential skills to effectively address and resolve customer grievances. Through role-playing exercises and case studies, learners develop techniques for active listening, empathy, and conflict resolution. By understanding customer perspectives and applying appropriate solutions, participants learn to turn complaints into opportunities for building trust and loyalty.

Module 8: Legislation and Complaints:

- Understanding the legal frameworks governing customer rights and complaint resolution. Participants learn about relevant laws and regulations, such as consumer protection acts and data privacy laws. Through case studies, they understand the importance of compliance and develop strategies for handling complaints ethically and within legal boundaries.