

EFFECTIVE CUSTOMER CARE



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COURSE DURATION: 1 Day

COURSE AIMS:

This course has been developed for team members that engage face to face with customers. It has been designed to equip participants with the skills and confidence required to deliver customer service that will result in higher customer retention.

COURSE OBJECTIVES:

On completion of this course, participants will be able to:

- Explain the importance of customer care for both them and the customer
- Considered how they are perceived by their customers and have a plan of action to improve this perception
- Explain the difference between Transactional and Relational customers, and how to meet the needs of both
- Identify the GAP's in service and change them

COURSE BENEFITS:

The techniques covered in this course will enable the participants to create a positive customer experience that will lead to an improved customer retention and enhance the reputation of the organisation.

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COURSE OUTLINE:

- The importance of customer care
- What's in it for me
- Customer perception
- Your customer brand
- Transactional Vs Relational
- Little things make a big difference
- Identifying GAP's
- Mind Map of effective customer care
- Developing your customer values
- What's in it for me now

For more information, or to book one of our courses please contact us:

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