



minimise your risk

CUSTOMER CARE		
Duration: 7 hours	Location: At your premises or suitable nearby training room	Max. number of delegates: 15
Aims (purpose)	It is increasingly evident that a key aspect of competitive advantage is the quality of the experience a customer has with 'representatives' of a company. This behavioural skills course focuses on the importance of this experience and how staff can consistently deliver exceptional face to face service to all types of customers in all situations, ensuring repeat business and an excellent reputation. Delegates will be given the opportunity to explore how they can personally identify and exceed customer needs and expectations.	
Objectives (Intended outcomes)	On completion of training delegates should demonstrate:- <ul style="list-style-type: none">• the benefits to the employee, the customer and the company of delivering exceptional customer service• what customers really care about• how to use appropriate behavioural skills to identify needs and exceed customer expectations• what complaints are and how to handle them. This is documented through questionnaires, tests of knowledge and signed training records	
Who is the training intended for?	People new to a frontline customer care role or those wishing to adopt a fresh approach to face to face customer service Can be aimed specifically at PCV driving staff	
Benefits to clients	Enables clients to reap the benefits of having top class staff with good customer care skills.	
Preparatory work	None	
Additional Information	Training grants are probably available in your area to carry out this course	