



Join the Dots

Recruiting & developing **extraordinary** people

The Customer Service Zone

What is it about and what will it do?

- Understand why great customer service is important to you and your organisation
- Distinguish clearly between good and bad customer service
- Learn and apply positive techniques for dealing with awkward or demanding customers
- Ensure that what you do is consistent
- Understand the role of team members in providing good customer service
- Learn how to provide good customer service whilst promoting and selling
- your organisation and its products and services



Who is it for?

All staff who interact with internal and / or external customers.

Outline content

- Why customer service is important – who and what are customers?
- What is a customer, what they want and how they need to be treated
- Dealing with customers face to face and on the telephone
- Customer 'cares' and customer 'scares' – meeting customer expectations
- Positive complaint handling and managing the difficult situations
- Following and understanding standards of services
- Managing relationships – communication excellence
- Commitment to action



Join the Dots **Recruitment and Training Limited**

Development House, 64 Britannia Way, Britannia Enterprise Park, Lichfield, Staffs WS14 9UY

Telephone: Birmingham office +44 (0)121 516 0755: **London office** +44 (0)203 892 5018

www.jthedots.com Registered in England and Wales Company Number 10368594