

Managing Customer Service

Course Overview

Good companies are customer-focused. Great companies are customer-driven. Ensuring that your customers receive the quality of service that they are entitled to and that generates repeat business will require the commitment of the whole workplace team. If your role is to lead your team to exceed customer expectations, then this is the course for you.

Learning Outcomes

On completion of this course you will be able to:

- Recognise how quality service can give companies the competitive edge
- Define your responsibility to your customers
- Identify the obstacles which prevent organisations from building good relationships with customers
- Appreciate the importance of personal communication style on customer's perception of your organisation
- Determine your own skill level in relation to customer service
- Plan a strategy for identifying and delivering what your customers value in the way of service
- Motivate the team towards customer service excellence
- Develop a methodology for dealing with customer complaints
- Design a plan of action towards customer service excellence
- Develop telephone answering standards
- Develop a code of conduct.
- Examine ways to measure service success and ensure continued excellence.
- Design evaluation strategies for customer feedback

Target audience

Managers, team leaders and business owners wanting to implement customer service initiatives.

Course length: 1 day

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Oliver Wendell Holmes Jr., (1841 - 1935)

**For more details on how Learning Insight can help your organisation
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