

## Customer Care for Service Organisations

This course highlights the concept that **customer care has long been recognised as being fundamental to a successful and profitable company**. But in the competitive, chaotic move into the 21<sup>st</sup> century it does not go far enough. **Service or solution based companies must now embrace the concept of Total Customer Focus.**

Often **technically proficient specialists find to their surprise and disappointment that the client is not completely happy** even though the work has been faultless.

**Client satisfaction is derived from the perceived quality of service delivered.** This requires more from technical staff just doing a good job. Furthermore, the provision of good customer care to clients is totally dependent on good customer care between colleagues working within the service team.

### *Objectives*

Understand Customer dissatisfaction often arises when the technical professional is unaware of the need to manage the client relationship

Appreciate that Technical professionals must realise that handling clients requires a distinct set of skills

### *Audience*

This course is designed for **all employees who deal with customers.**

### *Duration*

This is **two- day Customer Care for Service Organisations** course. The course starts at **09:30** and runs until **16:30**. **Alternate timings** can be arranged upon request. The course can be held on a **date that suits you.**

### *Location*

Our **Customer Care for Service Organisations** course can be run at **our training venue** near **Liverpool Street (London)** or any preferred location in the **UK or Europe.**

## Customer Care for Service Organisations Course Outline

### Why Does Customer Care Matter?

The exceptions

Customer care is important for everybody

10 examples

### What is 'Good' Customer Service?

We get the customers we deserve

Are customers ever expendable?

The true meaning of quality

Encouraging customers to complain

The 4 fundamentals of customer satisfaction

Major elements of customer satisfaction in service industries

### Who are Your Customers?

Customers and user

Finding the users and customers

Some are more equal than others

The internal customer

### How well do you meet the need of your Customers?

Find out what the customer thinks

Measuring customer service

### Motivating people to give Quality Customer Service

What motivates people anyway?

How can we motivate or customer service

### Achieving Competitive

Advantage

Short term gain

What goes wrong?

Cultural Change

How can we get it right?

### Training for a Customer Service mentality

Bottom up = Wasted money

Top down = Wise investment

The customer care programme

Typical training programmes

What else is needed?

### Why you've got to do it and keep on doing it

Procrastination = Doom

### Questionnaires and Checklists

Outline customer quality service questionnaire

Customer quality survey