Course in Customer Services

Description

This course will introduce participants to the importance of good customer services and relations . Participants will learn the practice techniques on how to identify customer needs and how to solve problems. Today businesses are seen as being dependant on good customer service which impacts on the profitability, market share, bottom-line and future growth. Good customer service enables businesses to gain the competitive advantage and this can only be achieved by well trained personnel.

Customer Service is a "practice–based and practitioner-led" course designed to equip and support every organisation. Customer service is normally an integral part of a company's customer value proposition. A value-proposition can assist in a firm's marketing strategy, and may guide a business to target a particular market segment.

Outcomes

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

- understand the importance of good customer service and relations in a business
- identify ways to ensure good customer service giving the business the competitive advantage
- identify issues and complications of delivering quality service
- create, plan, organise, lead and control the customer service initiative and plan
- identify and implement techniques to deal with difficult clients
- identify and select the best options/solutions to ensure customer retention and loyalty

Learning Methods

The course is practice–based and practitioner lead. This involves discussions and drawing on experiences of the participants. The course will involve understanding good customer service, identifying problems and providing workable solutions which will lead to the overall success of the organisation. The course will involve the use of case studies, role playing and problem solving.

Target Audience

The programme is ideal for service providers, entrepreneurs business owners, business managers and leaders. In order for the business to have the competitive advantage the course will be suitable for all employees at all levels who are involved customer service.

Duration

The course is delivered over 2 consecutive days.

Fees

The cost of the course is available on request. Corporate discounts are available for 5 or more participants from the same organisation. Fees will include tuition, learning materials, meal and refreshments.

Contact Details

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