

WORKSHOP 7 – SUPERIOR CUSTOMER SERVICE & CUSTOMER CARE (5 DAYS)

OBJECTIVE: To provide participants with an understanding of the underlying principles which contribute to the provision of superior customer service and customer care and an awareness of the techniques that can be applied in order to provide superior levels of customer service and customer care within a financial services environment.

OUTCOMES: On completion of the programme participants will understand the nature and importance of providing superior levels of customer service and customer care and will be able to apply a range of customer service and customer care concepts and techniques in the workplace.

TARGET AUDIENCE: All customer services and customer care staff, all staff involved in selling and marketing bank products and services and any other staff who are involved at the customer interface.

CONTENTS

Day 1

Session 1 – The nature of customer service & customer care

Session 2 – Customer relationship management & customer retention

Day 2

Session 1 – Knowing & understanding your customer

Session 2 – Listening, measuring & researching satisfaction levels

Day 3

Session 1 – SWOT analysis and building relationships

Session 2 – Understanding and managing customer expectations

Day 4

Session 1 – Negotiation, handling complaints and objections

Session 2 – Management, planning and information issues

Day 5

Session 1 – Customer communications

Session 2 - Delegate presentations & review

DELIVERY: The programme will be conducted in English and will incorporate group work, case studies and delegate presentations.

DURATION: 30 hours

For more information or for alternative courses contact:

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