

learning
equals
development



EQV Course Outline



■ **Customer Service Excellence**

■ **3 Days**

Tel: 0844 888 2732 E-mail: lets-talk@eqv.co.uk www.eqv.co.uk

EQV (UK) Ltd, The Mill House, Dovecote Court, Potters Marston, Leicestershire, LE9 3JR

Customer Service Excellence (3 Day)



Business Benefit

Giving good customer service is not enough to set you apart from your competition; you need to give exceptional customer service. Exceptional customer service is giving the customer what they need and learning and improving your delivery so that it stays ahead of the "norm" for your industry.

All attendees qualify for free ILM Studying Membership. Designed to help candidates get the most from their course and advance their management career, Studying members get a range of benefits including:

Harvard Business Publishing online books, Career development Advice, Information on networking events around the UK, Edge Online a regular management magazine

Who Should Attend?

Managers and staff in a customer facing role.

Learning Objectives

By the end of this course you will be able to...

- Understand what customer service is
- What do customers expect of us?
- How should we communicate with our customers?
- How customer service can keep or lose customers
- Customer care policies – how to create and implement
- Customer care Charters – what they do?
- Developing a personal plan to improve your customer care
- Handling complaints positively
- Measuring and evaluating our processes and policies
- Apply problem solving techniques in decision making
- Understand team dynamics to improve customer service delivery
- Your role in improving the teams performance

Course Content

Day 1 – Customer care in action

- Customer Care v Customer Service
- What are Customer Expectations?
- Communication Skills
- Telephone Techniques
- Listening skills
- Effective questioning skills
- Non Verbal Communication
- Body Language
- Lost customers what's the cost?

Day 2 & 3 Implementing Customer Care policies and procedures

- The importance of having a customer care policy
- Developing a customer care charter
- Identify what makes customer care count
- Set personal customer care goals
- Handling complaints effectively
- Develop strategies for measuring customer satisfaction
- Monitor effectiveness of Customer care policies
- Apply problem solving and decision making techniques.
- Identify ways of implementing change in response to customer needs
- Empowering Teams to Improve customer Service
- Plan and organise development of customer care staff

2010 4-6 Jan • 1-3 Feb • 1-3 Mar • 12-14 Apr • 10-12 May • 7-9 Jun
12-14 Jul • 9-11 Aug • 13-15 Sep • 11-13 Oct • 8-10 Nov • 6-8 Dec

2011 4-6 Jan • 1-3 Feb • 1-3 Mar • 12-14 Apr • 10-12 May • 7-9 Jun

Price: **£1335**
per person

Day One

Customer Care v Customer Service

What is the difference?
Why is it important to have both?

What are Customer Expectations?

Who are your customers?
Internal and External customers
What **do** they expect of you or your organisation?
What **don't** they expect of you or your organisation?

Communication Skills

What is communication?
What makes communication successful?
How we communicate?
Methods of communication –advantages and disadvantages
Consequences of poor communication
Clues to look for
Barriers to effective communication

Telephone Techniques

Dealing with telephone nerves
Effective breathing and voice control
Answering the telephone
Projecting a Positive Image over the phone

Listening skills

What is listening?
The four steps to effective listening
Barriers to Listening
Real versus Pseudo-listening
Showing understanding - Reflecting/Paraphrasing/Summarising

Effective questioning skills

How to ask questions
Three Level Questioning Model
Positive questioning types
 Open/Information
 Probing
 Reflective
 Closed
Counter productive questions
 Leading
 Multiple

Non Verbal Communication

Congruent behaviour
Body Language

Lost customers what's the cost?

Cost to our reputation
Cost to replace

Day Two

The importance of having a customer care policy

Exceeding the customer expectations of your company
Ensuring Staff understand and obey the company's policies
Making sure it's realistic

Developing a customer care charter

Why have a Charter?
How do you develop a customer care charter?
How do you promote to your customers you have a charter?
Identify what makes customer care count
Set personal customer care goals

Handling complaints effectively

The Winning Recipe

- Prepare
- Question and take notes
- Listen and acknowledge
- Take responsibility
- Summarise and follow up

See a complaint is an opportunity to excel

Losing Control - Things not to do

Exceeding the Customers Expectations

Develop strategies for measuring customer satisfaction & Monitoring the effectiveness of Customer care polices

The importance of measuring the quality of customer service

How to identify which aspects of the customer service process affect customer satisfaction?

How to select the criteria you will use for measurement of customer service?

How to construct representative samples?

The types of information collection methods you could use

Methods of analysing information on the quality of customer service

Apply problem solving and decision making techniques.

What is a problem?

Ways to generate solutions

- Brainstorming
- Mind Mapping

The six stages of problem solving

Some Things to Consider When Making the Decision

The Risks

Decision Risk Matrix

Evaluating the Solution

Making an Action Plan

Day Three

Identify ways of implementing change in response to customer needs

The importance of careful planning when introducing change
The types of factors that may help or hinder the process of change and how to identify and plan for these
How to develop plans that contain realistic objectives, tasks and schedules
The importance of having clear lines of responsibility and accountability
How to identify and plan for possible contingencies
The importance of clear communication when changes are taking place
Why it is important to win the support of people who will be affected by change
The types of support that staff may need when improvements are being implemented and how to provide such support
Why it is important to complete change on time and within budget
How to monitor and evaluate the impact of change
Why it is important to evaluate change and to note any lessons for future initiatives

Empowering Teams to Improve customer Service

Nature of Empowerment
How to Empower
The Nature of the Empowered Team.

Plan and organise development of customer care staff

The importance of continuously developing staff that provide customer service
Current objectives and targets that relate to customer service in your area of responsibility
How to identify when development and training could improve customer service performance
The range of types and styles of development and training and how to select those that are appropriate to customer service, your organisation, and specific training and development needs
Why it is important that you should have an input into the design and delivery of customer service development and training
How you can help staff to put into practice what they have learned
How to assess the impact that development and training has had on customer service performance
The types of additional support you could provide to staff following development and training

Assessment

As part of this programme the attendees will be given a short assessment report that they need to complete and return to EQV within a designated period of the training event – typically 1 month. This assessment can be tailored to meet the needs of the organisation and is a short report on aspects of customer service as they relate to the organisation and its customers.

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The EQV Promise

We ensure that our courses are well received and are delivered by trainers that have actual commercial competency in their chosen subject.

Not only is this essential for our accreditation purposes but it ensures that the trainers will be able to include relevant experiences they themselves have learnt from. This generates appropriate engagement and empathy in the training environment.

When the course is completed we will report back to you about how the training has been received and can indeed evaluate the training right from start to finish after the skills transfer period. This information can come from your account manager who is your main point of contact at all times.

The EQV Experience

Our training courses take the attendee on a journey of learning and development. Throughout the course everyone is engaged in a stimulating and participative way.

Our courses are designed to encompass many different kind of learning activities making sure they appeal to different natural styles of learning that individuals have.

Activities may include a selection of syndicate work, discussion, pair work, case studies, games, role play, quizzes and presentations.

During the event an individual works on their own implementation plan so that they have a clear plan of how they are going to support their own skills transfer back in the workplace. Whilst it is important for the attendees to enjoy the workshop we want to ensure they apply as much as possible back in the workplace.



This course has been developed by EQV and approved by the Institute of Leadership and Management, the UK's foremost professional body on the development of leadership and management.

So you can be assured of the quality of the content and the delivery of this programme.

Our Training Centre

Set in the heart of beautiful rolling Leicestershire countryside, our idyllic training facilities not only provide attendees with the perfect environment to concentrate on their individual learning experience but also provide the practicality of ample parking and fully designed and equipped training rooms.

You will be greeted upon arrival by our training coordinator who is your point of contact throughout the day should have any specific queries.

A delicious buffet lunch is provided catering for a variety of dietary needs.



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