

MY CUSTOMER CARES DO I?

About “My Customer Care Do I”?

A 1 day development session aimed at highlighting the true meaning of Customer Care and why it matters to both the customer AND the provider. The session can be split into 2 half day sessions if required.

The session will be interactive including role play and will get the attendees to really process and consider the implications of poor service both in their role as a service provider and from a personal awareness viewpoint. Case studies on personnel and companies that are cutting edge because of service will be discussed, candidates will be requested to draw up their own personal customer care charters for both their customers and for the companies they buy from.

Who Should Attend?

This session is a must for all personnel interacting with the public as service providers including Receptionist, Retailers, Hotel staff, Banking staff, Transport Workers, Call Centre Staff, Government Workers, Supermarket personnel, Tourism advisers and internal departmental office staff.

Benefits

The session aims to get attendants to analyse their current care provision and identify solutions to areas of concern. These concerns may need to be addressed via training, process change or a personal development change in attitude. Attendants will be encouraged to highlight any process or training requirements back to their management and to deal with any personal issues they identify as affecting Customer Care.

KEY POINTS ADDRESSED:

1. What is Customer Care?

- Identification and Agreement of what forms the basis of Customer Care
- Identify and Agree Why Customer Care Matters to both the Business and its Customer
- Identify and Agree why Customer Care should matter to the Provider

2. Case Studies – Where Caring Makes a Difference

- Personnel and Companies where Customer Care stands out
- Compilation of profile of Good Customer Care

MY CUSTOMER CARES DO I?

3. Workshop Analysis - Good or Bad Customer Care

- Does your company provide good Customer Care?
- Do You provide Good Customer Care?

4. Communication

- NLP
- Verbal vs other forms
- Soft Skills
- Personal Development
-

5. Customer Charters Workshop

- Compile Business Recommendations for development of Customer Care
- Compile Personal Recommendations for development of Customer Care