



WATA Knows... and you can too!

Leadership and Management Courses

Customer Service Management

Outstanding customer service encourages customer loyalty and helps increase business. This course offers the tools and techniques to help you create and maintain mutually beneficial relationships with your customers.

On this course you will learn to:

- ✓ Provide exceptional customer service that achieves results and gets noticed
- ✓ Adopt the skills and techniques that routinely deliver positive customer experiences
- ✓ Maximise the customer value of your face-to-face, phone or Web based interactions
- ✓ Deal effectively with difficult customers and turn complaints into opportunities
- ✓ Contribute to a customer centred culture
- ✓ Demonstrate a positive, confident and professional approach with internal and external customers
- ✓ Achieve greater personal job and customer satisfaction and enjoy the benefits of this

What does the course cover?

- ✓ What does great customer service look like
- ✓ Who is the customer?
- ✓ What does the customer want?
- ✓ Exceeding customer expectations
- ✓ Presenting a positive first impression
- ✓ What to say and how to say it
- ✓ The role of body language, voice tone and words
- ✓ Telephone techniques
- ✓ Influencing customer perceptions
- ✓ Calculation the lifetime value of your customer
- ✓ Establishing rapport and defusing anger
- ✓ Responding assertively to unreasonable requests
- ✓ Seeing customer service as an attitude, not an accident
- ✓ Action planning

The course is suitable for anyone who deals with internal or external customers and who is required to manage a range of customer expectations.

Course Dates

2011: 14 Nov

2012: 23 May; 13 Nov

Course fee: £225 + VAT per delegate

Plus ILM fees if required

Includes course handouts, lunch and refreshments

Duration 1 day

(9:15 am to 4:30 pm approximately - please arrive 15 minutes before the course is due to commence)

All courses are adapted to suit your needs and accreditation with **ILM (Institute of Leadership & Management)** is optional