

## **CUSTOMER SERVICE EXCELLENCE COURSE OUTLINE: 1 DAY**

**For all staff who wish to have a better understanding of the key principles of providing excellent customer service.**

<b>OBJECTIVES</b>	
<ol style="list-style-type: none"> <li>1. Identify the key concepts in relation to providing customer service excellence</li> <li>2. Review, refine and develop further both the skills and processes required to ensure excellent customer service</li> <li>3. Establish the skills required to identify new or additional sales opportunities</li> <li>4. Practise these skills in a number of customer service situations</li> </ol>	
<b>CONTENT</b>	
<p><b>SESSION 1:</b> Introduction</p> <ul style="list-style-type: none"> <li>▪ Introductions</li> <li>▪ Course objectives</li> <li>▪ Housekeeping</li> <li>▪ Overview</li> </ul>	<p><b>SESSION 5:</b> Communication Skills Review</p> <ul style="list-style-type: none"> <li>▪ Telephone answering</li> <li>▪ Essential communications skills</li> <li>▪ Positive and partnership language</li> <li>▪ Use of voice</li> <li>▪ Dealing with difficult customers</li> <li>▪ Presenting bad news or saying 'no' in a positive manner</li> </ul>
<p><b>SESSION 2:</b> Defining Excellence in Customer Service</p> <ul style="list-style-type: none"> <li>▪ Review of customer service standards</li> <li>▪ What is excellent customer service?</li> <li>▪ Barriers to excellence – additional support required</li> </ul>	<p><b>SESSION 6:</b> Demonstrating a Professional Approach</p> <ul style="list-style-type: none"> <li>▪ Creating a professional image – environment / use of phone / email / messages</li> <li>▪ Structuring expectations</li> <li>▪ Identifying additional sales opportunities</li> </ul>
<p><b>SESSION 3:</b> Customer Awareness</p> <ul style="list-style-type: none"> <li>▪ Developing the customer relationship</li> <li>▪ Building rapport</li> <li>▪ Demonstration empathy</li> </ul>	<p><b>SESSION 7:</b> Customer Service Skill Practise</p> <ul style="list-style-type: none"> <li>▪ Customer specific scenarios with feedback and coaching</li> </ul>
<p><b>SESSION 4:</b> The Role of Prioritisation / Time Management in Relation to Customer Service</p> <ul style="list-style-type: none"> <li>▪ The Priority Matrix</li> <li>▪ Focusing on priorities to achieve objectives</li> <li>▪ Revising priorities</li> <li>▪ Consideration of impact and benefit</li> </ul>	<p><b>SESSION 8:</b> Summary</p> <ul style="list-style-type: none"> <li>▪ Summary</li> <li>▪ Q&amp;A session</li> <li>▪ Action planning</li> <li>▪ Evaluation</li> </ul>

**TO BOOK A PLACE ON THIS COURSE OR FOR FURTHER INFORMATION,  
PLEASE CALL THE HJS PEOPLE TEAM ON 02380 234222.**

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