

## Engaging Your Customers

1 day workshop

# ‘If we don’t look after our customers and benefactors, someone else will’

**Scenario** Customer loyalty is invaluable within most organisations and yet many customers feel let down by their service provider. The challenge to provide customer satisfaction never ends has never been more important and all staff are required to take responsibility for their relationships with customers and colleagues. Whatever our organisation how we treat our customers will often determine our success.

**Audience and Benefits** Those wanting to further understand the essential elements of enlightening customer service and the role they play in providing that service. Explore and practise techniques that will help manage customer expectations and build your professional confidence with customers.

**Objectives** By the end of the workshop you will be better able to:

- Identify the best quality customer service for your customers
- Understand your role in maintaining the service to customer expectations
- Take ownership ‘Know, Be, Do’
- Communicate with all customers; difficult, confused; angry etc.
- Match your skills with customer needs and respond to them
- Create a positive image to create win/win outcomes

### Content

#### What is Customer Care?

- Internal and external customers
- Understanding their wants and needs
- The difference between service & satisfaction

#### Understanding Customer Needs

- The different types of customer and how to handle them
- Recognising moments of truth
- Building rapport matching customer communication style

#### Responding Well To Customers

- Using positive language
- How to say ‘yes’ and ‘no’
- Communicating and understanding differing customer needs
- Listening and responding to customer needs and wants
- Supporting customers on the telephone
- Engaging with customers through email

### Activities or Features

You will develop practical insights into the meaning of customer care using discussion, exercises, case studies and sharing past experiences. You will practise the inter-personal skills needed when dealing with customers, both internal and external for positive results and happier customers.