

Customer Service Essentials: Course Synopsis

As competition intensifies in most markets, customers enjoy wide choice as to where they may purchase goods and services. For organisations to continue to grow (or even survive) in these circumstances, they must present an offering which distinguishes them from competitors. High quality customer service is perhaps the most effective differentiator in this context. However, it requires a dedicated investment on the part of the organisation, and the development of a specific and refined skill-set by the employee.

This course begins by discussing differences and similarities between internal and external customers. It then examines the ways which in service delivery adapts flexibly to different commercial contexts and relationships. We build up a model for excellent service delivery, consider how to overcome barriers to great service, and note the significant benefits from making an investment in customer service. Customer Service Essentials concludes by describing the requirements for a service culture within your organisation. Throughout, service contexts (such as complaint-handling) are addressed in skills development, via scenario-based activities.

Upon successful completion of this course, participants will be able to:

- Define internal and external customers, and describe appropriate attitudes to both;
- Explain the adaptability of customer service and its broad traditions, in terms of 'customers', 'clients', 'products' and 'services';
- Recognise and apply a best-practice model for excellent service delivery;
- Confront and overcome barriers to service delivery;
- Describe the commercial benefits of customer service; and
- Understand how to contribute to a customer service culture within their own organisation.

The target audience for this course is two-fold: it has been designed to meet the needs of graduates, and other high-potential employees who may be looking to maximise their contribution in customer service, client care and relationship building.

Course duration: 1 day

(may be scaled up to 2 days, through the inclusion of additional context-specific skills development activities)

