

Defining and Developing an Excellence in Customer Experience

Course duration/times

Two Days

Why attend?

Beyond your product, its quality and your fast lead times, what really makes your company stand out? Today's businesses need to stand out from the competition with their people. Their competitive advantage comes from giving their customers excellent customer service time after time. This course provides delegates with the skills and attitudes to consistently strive to stand out in a competitive market.

Who should attend?

This course fits anyone and everyone in business, from new starters to employees who have been within the organisation for many years. To the point and realistic in its approach, this course is recommended to set the pace and shake up any department to deliver beyond the customer's expectations.

Topics covered

- Welcome and introduction
- Who are your customers?
- What is an excellent customer experience?
- Creating and making an impact from the start
- Customer behavioural styles
- Adapting your style to build great customer relationships
- Setting and maintaining personal standards of performance
- Attitude, behaviour and results
- Developing assertiveness
- Going the extra mile
- Questioning and listening skills
- Receiving & dealing with customers' enquiries & difficult customers
- Practice session
- Reflective learning log

Defining and Developing an Excellence in Customer Experience *continued*

By the end of the course, delegates will be able to:

- Define an excellent customer experience
- Identify their contribution to delivering an excellent customer experience
- Be more aware of how they impact on every customer contact
- Set personal standards of delivering customers' service
- Plan ahead to measure, manage and improve their customer experience

Extra encouragement

This course gets people talking within an organisation. Delegates respond well to this programme and customers feel and see the differences immediately. Anyone who attends this course benefits from an enhanced awareness of how to deliver to their customers an exceptional customer experience and really make a difference.