

COURSE NAME

CUSTOMER SERVICE (1 DAY SEMINAR)

OVERVIEW:

The Customer Service Seminar provides the foundation for quality customer service and focuses on building life-long customer relationships by developing effective customer-care strategies.

WHO SHOULD ATTEND ?:

This seminar is recommended for customer service professionals, service agents, front-line workers, and office administrators who wish to improve their customer service skills.

INTENDED LEARNING OUTCOMES:

By the end of this seminar, participants will be able to:

1. Explain the concept of the customer as a source of revenue for the business, and therefore the source of salaries.
2. Explain the impact on the organisation and on oneself of losing regular customer business.
3. Describe possible ways that customers could react to poor service.
4. Describe methods to satisfy irate customers and deal correctly with customers complaints.
5. Describe information that may not be given to the customer and explain the reasons for confidentiality.
6. Explain why complaints and customer feedback are good for the organisation.
7. Explain why it is important to anticipate customers` needs.

OTHER INFO:

Delegates will receive a comprehensive course manual for post class reference and review as well as a certificate on completion.

This course is aligned with the following Unit standard:

- 7789 Provide Customer Service
- 110200 Demonstrate an awareness of customer service