

## MANAGEMENT DEVELOPMENT PROGRAMMES

### CUSTOMER SERVICE

Course Title	: <b>HANDLING CUSTOMERS PROFESSIONALLY</b>
Course Code	: CS: HCP
Course Overview	: The success and reputation of an organisation can be strongly influenced by the way it treats its customers at every point of contact. Building customers' trust and goodwill through the way you treat them is as vital as what you provide in products and services.
Target Audience	: Front line and support staff who have regular contact with customers and need to recognise the significance of their actions on their company's reputation and successes.
Selected Session Topics	: <ul style="list-style-type: none"> <li>- <b>Customer care – nicety or necessity?</b> <ul style="list-style-type: none"> <li>• A service era – meeting and exceeding customers' expectations</li> <li>• The service complement – competence and care</li> <li>• Creating loyalty and goodwill</li> </ul> </li> <li>- <b>The key impression points:</b> <ul style="list-style-type: none"> <li>• Projecting a professional image</li> <li>• Face-to-face, on the phone and e-mail</li> </ul> </li> <li>- <b>Dealing positively with more difficult situations:</b> <ul style="list-style-type: none"> <li>• Customer service styles and their consequences</li> <li>• Saying 'no' constructively</li> </ul> </li> </ul>
Key Take Away	: <ul style="list-style-type: none"> <li>- Provides a foundation for understanding the principles, attitudes, and skills essential for a quality service experience.</li> <li>- Describe ways to create a positively memorable service experience.</li> <li>- Identify opportunities to excel and build customers loyalty.</li> <li>- Recognise the importance of treating colleagues as customers</li> <li>- Project the right image face-to-face and on the phone.</li> <li>- Turn around customers' dissatisfaction and complaints.</li> <li>- Say "no" constructively, and give bad news.</li> </ul>

