

# Customer Service

## Course Outline

This one-day course explores key elements of customer service and its importance to the overall customer experience and to the organisation in respect of its reputation, wider community benefit and long-term survival.

### Course aims

- Identify why customer service is so imperative to your organisation's mission
- Establish key principles
- Recognise the need for a service culture
- Differentiate between customer service and the 'customer experience'

### Course objectives

- Establish who your customers are plus key elements of good communication
- Consider why you should maintain personal and professional boundaries
- Consider the implications (negative impact) of poor customer service
- Discuss ways to manage common customer service situations

### Course programme

Welcomes and housekeeping  
Hopes & Anxieties  
Vision, Mission, Values, Strapline  
Who are your customers?  
What is Customer Service?  
Communication with the customer  
    Building Rapport  
    Body Language & Comfort Zones  
    Words & Language  
    Questioning Style  
    Active Listening  
    Empathy  
    Dealing with aggression  
Personal & Professional Boundaries  
Personal Impact  
Scenarios