

Customer Awareness for Service Engineers

Course ref: CF4

Course aims:

- To understand why customer service is important for service engineers
- To highlight the impact they have on customers
- To help delegates learn how to maximise the contact for positive results
- To recognize the specific attitudes and actions which help retain customers for the future.

Benefits of attending:

- Good customer service is essential to retain valuable clients and develop profitable business relationships.
- Practical exercises in a relaxed environment to support the learning process
- Delegates will build up their own personal action plan, to put into effect on their return to work.

Outline of programme:

- Who are our customers? Why are they important?
- How can service engineers make a difference?
- Effective checklists
- Managing the customer's expectations
- How to make a successful first impression
- Recognising communication styles (yours and theirs)
- Turning "not my job" into "can do"
- Dealing with difficult people and getting cooperation
- Highlighting the benefits to the customer
- Preparation of Action Plan

Duration: This course normally operates as a 1 day course, with a maximum of 10 delegates to ensure individual attention. It can also be run as part of a series, together with Effective Complaint Handling, and Positive Customer Care.