

Managing Customer Care

Course Ref: CF6

Course aims:

- To provide managers with the skills required to run an effective Customer Care team
- To develop manager's ability to foster and maintain a customer service culture
- To help delegates build a framework so that systems, policies and procedures support customer care

Benefits of attending:

- Practical course with lots of real life examples
- Useful exercises to support the learning process
- Can be tailored to an individual organisation

Outline of programme:

Following this workshop delegates will understand how to:

- Make all key decisions based on serving customers better, both internal and external
- Set and implement realistic customer service standards
- Reconcile long term gains with short term actions
- Refine and re-evaluate their own customer service skills
- Build and manage successful customer service teams
- Plan and organise reliable customer service
- Measure and improve customer service delivery
- Set and apply customer service priorities
- Welcome complaints as customer feedback
- Apply personal coaching skills to help you achieve your objectives
- Empower the team to identify and solve customer service problems

Duration

This course can operate as a 1 or 2-day course, depending on the depth required and issues which need to be covered. It can also be run as part of a series, together with Positive Customer Care and Effective Complaint Handling.