

customer care

description

A one-day workshop to build on the basic concepts of customer care, to show exactly how to maintain customer loyalty, with new ideas that really work! The workshop also features the often forgotten customer – the internal customer – and the corresponding relationships. The workshop is designed to provoke and stimulate fresh thinking, plus provide practical ideas that can be applied immediately in the workplace.

who should attend

- Experienced managers and team leaders who wish to explore proven concepts and are seeking to increase business results through improved customer contact.
- Anyone who has customer/client contact and is seeking to benefit from exposure to proven ideas, to help them perform professionally to achieve outstanding success.

features

The Customer Caring Concept

- customer caring and the ten commandments
- customer expectations and how to exceed them
- what makes people buy and why
- why customers leave and how to ensure that they return.

Developing Profitable Customer Relationships

- handling conflicts and complaints
- turning dissatisfaction into satisfaction
- body language – how to use it to our advantage
- creating long term customer loyalty.

The Telephone – Increased Effectiveness

- recognising the power of the telephone
- building the company's prestige and profile
- turning enquiries into orders.

Attitude – The Ultimate Solution

- the value of positive thinking and positive habits
- maintaining control over emotion & feelings
- how to develop the win-win success attitudes
- team work and the internal customer.

format

Tutorial presentation of ideas and concepts with delegate participation encouraged, to identify where the concepts can best be applied in the workplace to improve results.

benefits

- Improved business results through more professional contact with customers.
- Increased delegates' confidence in their own ability.
- Increased understanding of the importance of the internal customer chain.
- Be perceived as being more caring, reliable and professional by customers.

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For more details of our consultancy and training support

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