

## customer care

### description

A one day programme to build on the basic concepts of customer care, to show exactly how to maintain customer loyalty, with some new ideas that really work! The programme also features the often forgotten customer – the internal customer – and the corresponding relationships. The programme 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 supervisors who wish to explore our 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 care or customer service?
- what is 'customer caring'?
- the ten commandments of 'customer caring'
- customer expectations – what are they 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
- projecting a professional image
- creating long term customer loyalty.

#### **The telephone – increased effectiveness**

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

#### **Attitude – the ultimate solution**

- the value of positive thinking
- positive habits = positive results
- 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
- Company perceived as being more caring, reliable and professional by its customers.

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### **For more details of our courses**

call us direct on 01235 770791  
or fax us on 01235 766701  
visit our web site at [www.a-t.co.uk](http://www.a-t.co.uk)  
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