

Superior Customer Care



Programme Aim

- This programme aims to provide the participant with the skills, knowledge and experience required to deliver excellent customer care. The content, structure and number of days are flexible to each individual client/ company. Each participating company will experience real and measurable results.

Programme Overview

- Identify customer motivation
- Define customer care
- Identify competitive edge
- How to handle complaints
- How to maintain a good relationship with customers
- Identify customer needs and perceptions
- Define what a customer can reasonably expect from your company
- Understand three key areas of successful businesses

Programme Outline

- Why do customers leave?
- What is customer care?
- Effective complaint handling
- Maintaining existing customers...
- Winning customers for life
- Understanding customer needs & perceptions
- Developing a customer charter
- Service, Standards, Sales

