

# Effective Customer Care

## Overview

**Duration: One Day**

Attendees will learn how to create a stable and rewarding experience that makes customers want to return time and time again.

## Description

Positive customer relationships are crucial to survival in today's competitive marketplace. In fact, the quality of your customer care can sometimes be the only difference between you and your competitors.

Customer care is not just about dealing with upset customers. It's about creating a positive experience whenever dealing with them. But with customers now less tolerant and more demanding, it's a huge challenge for us to meet these demands.

The course will ask attendees to examine their own thoughts and beliefs and set them on a journey to discover the realities of that thing called, 'customer care'.

Topics covered:

- **The Importance of Customer Care** – Examining why customer care is important for businesses and the effects of poor customer care.
- **What's in it for me?** – Here we look at why customer care should be important for the individual and what poor customer care makes them feel like.
- **Customer Perception** – How do customers perceive the 'brand' of the business?
- **Your Customer Brand** – Exploring the participants own 'customer brand' and the fact that 'people buy people'. How they are currently perceived by customers and what they can do to change this.
- **Transactional Vs Relational** – What type of service a customer expects from us and how to change from transactional to relational service.
- **Little things make a big difference** – Helping participants to realise that the smallest thing can affect a customer's experience. Identifying what 'little things' irritate them as customers and changing these behaviours.
- **Spotting the Gaps** – What participants can do to improve their current levels of service and how to keep this consistent.
- **A Mind Map of Effective Customer Care** – Consolidating their learning in a fun way.
- **Developing Your Customer Values** – What are the values participants should live by in the customer environment. Participants come up with their own values and commit to them.

- **What's in it for me now?** – A review of the earlier session with a positive slant. Ending the session on a high.

**Who Should Attend?**

Anyone that deals with customers face-to-face. It could also be easily converted for those that deal with customers over the phone.