

This course is designed to highlight effective and efficient customer care for front line staff. The course will provide delegates with techniques for providing impressive customer service, handling complaints and difficult situations, as well as illustrating how to avoid common pitfalls and mistakes. They will be able to build stronger and beneficial relationships with their customers.

By the end of the day delegates will be able to:

- Explain role expectations when delivering impressive customer care
- Evidence skills and knowledge to be able to deliver impressive customer care
- Understand the customer's perspective and align their approach accordingly
- Confidently handle challenging situations

## Course Outline

### What is customer Care?

- Customer care and your role
- The consequence of poor customer care
- The Customer Satisfaction Triangle
- What makes this Triangle succeed or fail?
- External and internal customers; is there a difference?
- The core competencies for delivering consistently impressive customer care
- Maintaining a confident and positive attitude all day

### Communicating with Customers

- How communication works
- Identify your individual communication style
- Creating positive first impressions
- Rapport and how to build it
- Pace, tone, pitch and loudness
- Managing non-verbal messages
- Adapting your communication style to meet the needs of different customers
- Keeping customers informed and passing clear messages
- Managing customer's expectations
- Communicating 'changes' that impact the customer's expectations
- Effectively passing responsibility and ownership of a customer to others
- Understanding the customer
- Different types of customers and their specific needs and concerns
- External and internal customers
- Barriers to understanding the customer's needs and concerns
- Active listening skills to uncover what the customer is saying, especially if they are not sure themselves
- Questioning skills

## Handling Challenging Situations

- What causes challenging situations?
- The stages involved in effectively handling challenging situations
- Controlling the key stages using questions and listening skills
- Using non-verbal communication to retain control and reassure the customer
- Personal confidence and politeness when handling challenging situations
- Ensuring that the challenging situation has been resolved satisfactorily
- When and how to escalate customer requests

## Duration

1 Day

## Delivery Style

This course is delivered in a highly participative style.

The day is divided into 4 sessions. At the end of each session delegates undertake a series of practical activities designed to increase their level of self awareness and competence about that session. They also receive trainer and controlled colleague feedback on their approach so that further actions can be considered and positive actions reinforced.

Skills practice and cases studies are designed to reflect the 'real world of the NHS' so that they are immediately able to apply their learning.

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