



CUSTOMER SERVICE – THE PROFESSIONALS’ COURSE

A customer service skills workshop is front line professional staff. The course provides a first step towards service excellence, focusing on the 3 essential areas of service delivery:

1. **First impressions**
2. **Service help**
3. **Payment point, or ‘exit’ experience**

The course promotes best practice in creating excellent first impressions, including store presentation and customer greeting. Delegates learn how to offer service help in a warm and friendly manner that feels as natural to the employee as it does for the customer. Particular attention is given to customers’ experience of the payment point/exit ensuring that delegates learn how to provide customers with positive lasting impressions.

This course offers the fundamental principles of customer service and is applicable to all service sector environments. It is aimed specifically at organisations that are genuinely committed to providing excellence in service to customers. Culture starts at the top!

Aims –

- To develop best practice customer service skills
- To learn & use a simple formula for creating service excellence

Objectives –

- To create excellent first impressions of customer facing staff and your organisation
- To give appropriate and qualified assistance to customers
- To process customer transactions efficiently
- To provide a positive lasting impression

Content

- The 3 step customer service process –
 1. First impressions
 2. Service help
 3. Excellent exit experiences!
- Store presentation, staff presentation, acknowledgement
- Meet & greet, effective questioning, locating products, suggesting alternatives
- Eye contact sandwich, rapid rapport, lasting impressions

Workshop format

- One day event, Fast paced & high impact
- Practical, hands-on & highly participative
- Post-event support through on-line & telephone hot-line to our training consultants

Delegate Take-Aways

- Course workbook

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