

Core Skills Programme

Frontline Customer Care (Effective Communication)

Course Outline

Introduction

Interacting with customers is potentially stressful and requires the right attitude and skills for effective communication. The day-to-day contact that operations staff have with people both within the organisation and externally, is the most critical element of customer perception of our business, and without good communication the perception of the business can be affected.

This course is designed to help frontline staff create a positive impression, through effective communication at all times.

For

People who interact with others in the front line, for instance admin and secretaries, who want to understand the communications of others, and communicate well themselves.

Objectives

The objectives of this programme are to look at what individuals can do to feel better about themselves and communicate positively so that in turn they can engage their customers better.

It will also address specific skills and techniques that people can use to improve their customers perception of the service they are getting through communication.

Course Content/ Learning Components

The programme will cover the following areas:

- Defining what customer care is and who the customer is
- Understanding the value of customers
- Identifying the problems encountered when communicating with customers
- Managing our own communications
- Customer communication skills:
 - Establishing rapport
 - Recognising people's behaviour
 - Questioning and listening handling aggressive customers
 - Assertion
- Managing customer expectations
- A complaint is a gift
- Handling customer complaints
- Practical simulation of handling customer complaints

The day will be a mixture of lively input from the tutor, group discussion and individual and sub-group exercises. Time will also be given to practicing the skills needed to handle customer complaints and awkward customers.

Duration

This is a one day course.