

# Core Skills Programme

## Managing Customer Care

### Course Outline

#### Introduction

Customer care is not just a question of how well the front line people do their jobs. It's how well each person in the supplier chain performs. Each time people interact with customers (whether they are internal or external) the customer is left with an impression.

This is never neutral – they are either more favourably disposed towards you or less. It is vital that individuals understand what they can do to influence customer perception.

#### For

This course is aimed at people who want the chance to identify ways in which they can improve their customer service in the long term. This course caters for the customer care needs of an individual who deals with managing customer service or customer relationships over a period of time.

This course is designed for those involved in service definition and development.

Prerequisites: Delegates must have completed the Introductory Customer Care course / Frontline Customer Care, or have sufficient experience in day-to-day customer care before coming on this course.

#### Objectives

The objectives of this programme are to enable delegates to:

- Understand the customer buying process and the concept of adding value.
- Analyse how their role within Carillion impacts the supplier–customer chain
- Describe the elements of customer service and identify areas for improvement:
- Identify process improvements in the supplier-customer chain.
- Identify strategies for developing long-term customer loyalty.

#### Course Content/ Learning Components

During the course, delegates will cover aspects of customer service including:

- Definition of a customer and of service
- Customer relationships in terms of service satisfaction and commercial potential.
- The buying process
- Customer analysis
- Process Analysis
- "Value" and how to add it
- How to maintain contact/relationships with customers to build long-term value

This course is a mixture of individual work, group discussion, small group activities and exercises as well as enthusiastic contribution from the tutor.

#### Behavioural Competency Addressed

The following primary competencies and success factors will be addressed in the course:

- Customer Focus.
- Business Awareness.
- Improving the Business: Dealing With Change.
- Commercial Awareness: Knows what makes commercial sense.

**Duration**

This is a one day course.