

Customer Service Excellence

Birmingham (UK)

25 - 29 August 2025

UK Training

PARTNER



Customer Service Excellence

Code: CC28 From: 25 - 29 August 2025 City: Birmingham (UK) Fees: 4400 Pound

Introduction

This fast-moving, highly interactive Customer Service Excellence training course draws upon the very latest thinking, tools, and research into customer behaviors and the psychology of buying to enable attendees to fully understand what is required to ensure their customers, whether they be external "paying" customers, or internal "colleague" customers, get the very best experience possible. Application of the tools and techniques demonstrated in this training course will enable attendees to provide dramatic increases in Customer service, leading to customer retention and increased revenues. It will also show how organizations can fully harness the power of Social Media to augment their brands and create meaningful dialogues with Customers.

Course Objectives of Customer Service Excellence

- Explain the importance of customer service in a competitive environment.
- Defend the vital role internal customers play and show that their satisfaction is key to the success of an organization.
- Practice the techniques of managing customer expectations and delighting customers.
- Provide better, faster service and increase customer satisfaction.
- Recognize early signals of customer irritation and respond appropriately in order to quickly find a workable solution to the problem.

Customer Service Excellence Course Outlines

Day 1

Definitions and concepts

- Quotations on customer service.
- Service definitions.
- Quality service requirements.
- Some interesting numbers.
- Cost of bad customer service.
- Customer care foundations.
- Learning from the best.

Internal customer service

- Identifying internal and external customers.
- A final definition.
- Elements of service.
- Customer requirements.
- Foundation of great service people.
- The links in the service-profit chain.

A graphic of a chessboard with a king piece in the foreground. The king piece is gold and stands on a white square. The board is black and white, with a king's rook and a king's knight also visible. The text 'UK Training PARTNER' is overlaid on the board.

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- Internal customer service.

Day 2

Managing customer expectations

- The Importance of customer expectations.
- Perceived service quality.
- What to say and what not to say.
- Calming upset customers.
- 12 tips for calming upset customers.
- Comments you should avoid.
- Managing customer expectations.
- 'RATER' in real life.
- The Service Quality SQ factors.
- Flying over customers' rising expectations.
- The customer loyalty ladder.

Day 3

Effective communication skills for handling customers

- Effective communication.
- Verbal communication with customers.
- Active listening.
- Effective listening skills.
- Phone etiquette.

Day 4

Professional behavior with customers

- The power of behavior.
- Principles of effective behavior.
- How to behave professionally with the customer.
- History of communication.
- Interesting study.
- Interpreting non-verbal communication.
- The right behavior with the customer.
- The wrong behavior with the customer.
- Types of behavior.
- Assertive, passive, and aggressive behavior.
- Verbal and non-verbal components of communication styles.

Day 5

Dealing with difficult customers

- Dealing with different personality types.
- Typical customer personality types.

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- Role-plays and exercises on dealing with different personality styles.
- Service recovery.

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