

# Customer care essentials

## Course Description

The programme focuses on the organization's employees attaining:

- excellent responsiveness in serving customers
- good service ethics
- creativity that can lead to new service advancements
- effective management of tough customers
- strong branding for the organization.

### Broad Competencies Addressed

- Ability to focus on service standards and improve on them.
- Ability to identify non-existing but desired standards in order to improve service processes.
- Ability to proactively manage customer complaints.
- Ability to solve problems.
- Ability to identify creative service approaches that customers may desire.
- Ability to proactively manage customer complaints or problems that may arise.
- Ability to solve inevitable problems and recover service if service problems arise.

### Course Contents

#### DAY ONE

- What is the Organization About?
  - Mission
  - Vision
  - Values
  - Goals– one year, two years and five years.
- Customer Care – old order, new order
- The “ Moments of Truth” – an analysis of the interface between company employees and the customer:
  - Things which matter most
  - Things which matter least.
- Internal network of responsibilities to deliver service:
  - right people
  - right attitude.

## DAY TWO

- Preparing for Customer Interaction:
  - Common Customer Queries
  - Receiving and greeting Customers
  - Using the right words
  - Body language
- Steps to checking understanding – customers need to know they are understood:
  - Two way communication in service delivery
    - Listening
    - Checking Understanding
    - Responding
- Identifying internal customers:
  - The Drivers
  - How each job affects other peoples job
  - What or “who” is a team?
  - Working as a service delivery team.
- Technical solutions – not always the whole answer to customer’s needs or desires:
  - Culture
  - Integrated solutions.

## DAY THREE

- Personal Attitude to Customer Service:
  - Emotional energy
  - Rate of Psychological relationship
  - Everyone as Favorites
  - Power of Understatement
- Service recovery techniques:
  - Service delivery lapses
  - People centeredness
  - Rationality
  - Fairness
  - Responsiveness
- Continuous improvement:
  - Skills improvement
  - Changing attitudes
  - Red tape issues
  - Waiting in line issues
  - Forms and documents issues

- Information issues
  - Create a “one-stop” Centre.
- Simple profit model:
  - satisfied employees
  - satisfied customers
  - increasing profit.