



**'Rule 1—The customer is always right.
Rule 2—if the customer is ever wrong, re-read Rule 1'**

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▶ CUSTOMER CARE

'The customer is always right.' Everything we do is driven by you,' 'We won't be happy until you are.'

The world is full of sayings promising excellent customer service. It is equally full of unhappy customers.

Customer Care will demonstrate that delivering excellent customer service is not an optional extra. It is not 'the icing on the cake'. It is, instead, integral to the work of everyone within your organisation

WHO IS IT FOR?

- THIS WORKSHOP IS FOR EVERYONE WITHIN YOUR ORGANISATION. IF THERE IS ANYONE WITHIN YOUR ORGANISATION WHO FEELS THEY DON'T HAVE CUSTOMERS (internal or external) TO SERVE , WHY ARE YOU EMPLOYING THEM?

WHAT WILL IT COVER?

The workshop will use case study examples, practical exercises and group discussions to define what excellent customer care means to the people of your organisation.

It will cover subjects such as:

- What does service mean to you?
- The cost of bad service
- What is a customer?
- What business are you in?
- Identikit of a service giver
- Selling through service
- Handling difficult situations

COURSE DURATION: 1 DAY
NUMBER OF PARTICIPANTS: 8 - 12

