

**Workshop title: Customer Care Excellence**

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- Aim:** To raise the profile of Customer Care as the lifeblood of an organisation
- Designed for:** Any managers and staff of organisations wishing to improve their customer care across the organisation
- Objectives:** During the workshop, participants will
- learn how customers want to be treated
  - identify how to focus communication on customer needs
  - develop skills for stronger customer care in difficult situations
  - create action plans to raise the standard of customer care across the organisation
- Method:** This workshop will be participative, using discussion, practical exercises and case studies. These will be based on the organisation to make the learning relevant and applicable to their jobs.
- Content:**
- Introduction to customer care**
- \* Build strong relationships to exceed customer expectations
  - \* The individual skills, knowledge and attitude to achieve this
  - \* The value of working together as a team across departments
- Communicate customer care**
- \* The principles of good communication
  - \* The skill of active listening
  - \* Show an interest in and concern for the customer
  - \* Different perception and interpretation and how to avoid their pitfalls
- Difficult situations**
- \* The need to offer answers and not problems to the customer
  - \* Handle difficult calls positively, sensitively and with confidence
  - \* Different response and, solutions prepared by the participants
- Be a centre of customer care excellence**
- \* Use questions to identify customer needs, concerns and context
  - \* Promote products / services in relevant benefits for each customer