Workshop title: Practical Customer Care

Aim:	To help organisations project a professional image through their customer care.
	The workshop will help the organisation to secure its existing and future business whether in the retail, manufacturing, service, education or voluntary sector.
Designed for:	Any managers and staff wishing to improve their customer care across the organisation
Objectives:	During the workshop, staff will
	- understand what customer care is and how it relates to them
	- gain tools to communicate customer care effectively
	- learn know how to handle critical situations constructively
	- consider the best ways to be a customer care organisation
	- discuss how to contribute to the team effort of customer care
Method:	This workshop will be highly participative, using practical exercises and case studies to help everyone relate the learning to themselves and their role in their organisation.
Length:	Two days

Content: **Introduction to customer care**
* The importance of and need for excellent customer care
* The individual skills, knowledge and approach to achieve this

Communicate customer care
* The principles of good communication
* Sharpening your skills of questioning and listening
* The power of rapport in building strong relationships

Critical situations
* Extend customer care to difficult situations
* Telephone and writing skills with customer complaints
* Look behind problems to find solutions

The customer focused organisation
* What message does the organisation want to give?
* Project a positive image of the organisation

Customer care needs everyone
* The need to work together as a team
* Internal customer care shows on the outside

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* The need to work together as a team
* Internal customer care shows on the outside
* Turn theory into action