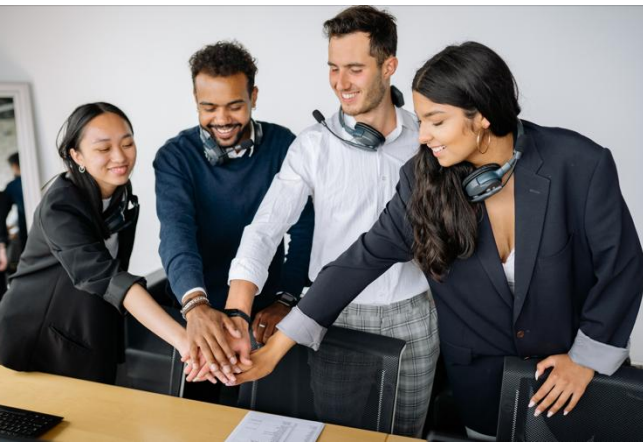


1 DAY

EXCELLENT CUSTOMER SERVICE



Customer Service Course

COURSE OVERVIEW

Habits, work environments, attitudes and beliefs can block great customer service — what staff believe about customers shapes how they behave and how customers respond. Communication training alone won't fix this: people also need practical emotional-management skills to handle everyday pressures, reframe unhelpful thinking, and act proactively. We tailor the course to your needs, and every attendee leaves with a clear, personalised action plan to apply the learning and improve customer experience.

TOPICS COVERED IN THIS COURSE

LEARNING OUTCOMES

- Explore how emotions influence behaviour and learn to recognise and respond appropriately to different customer states.
- Understand the role of emotional intelligence in customer service, from self-awareness and empathy to building stronger, more positive connections.
- Develop clear, confident communication skills that build trust, create rapport, and leave a lasting positive impression.
- Practise active listening and learn questioning methods that uncover customer needs and provide the right solutions.
- Gain strategies to stay calm, professional, and assertive under pressure, turning challenges into opportunities to build customer loyalty.

Understanding Emotional Intelligence

Explore the core principles of Emotional Intelligence (EI) and how it directly impacts performance, customer satisfaction, and personal effectiveness.

The Power of Perception

Learn how perception shapes behaviour and decision-making and develop strategies to shift unhelpful perspectives into positive action.

Managing Emotional Triggers

Identify emotional triggers and practise proactive techniques to prevent reactive responses, building resilience in challenging situations.

Techniques for Emotional Control

Review practical tools such as reframing and other strategies to manage emotions effectively and maintain professionalism under pressure.

Creating Positive First Impressions

Master the use of positive, welcoming language to set the right tone from the very start of every customer interaction.

Questioning and Listening Skills

Enhance listening by overcoming barriers and apply effective questioning techniques to uncover customer needs and guide conversations smoothly.

Building Trust and Rapport

Learn how to use empathy, language, and adaptive communication styles to build rapport, foster trust, and strengthen customer relationships.

Leaving a Lasting Impression

Discover how to close conversations positively, ensuring customers leave feeling valued, understood, and more loyal to your brand.