

1 DAY

INTERNAL CUSTOMER SERVICE



Customer Service Course

LEARNING OUTCOMES

- Learn techniques to create a positive connection quickly on the phone, using tone, language, and active listening to make customers feel valued and understood.
- Gain insight into how customers process information, make decisions, and what influences their expectations and reactions.
- Identify variations in personality, communication style, and behaviour to tailor your approach for each individual.
- Apply this understanding to adapt your communication, handle queries more efficiently, and respond to needs proactively.
- Use these skills to enhance the overall customer experience, leading to more positive interactions, loyalty, and repeat business.

COURSE OVERVIEW

Your goal shouldn't just be great customer service – it should be consistently outstanding service that builds trust and strengthens your reputation. Exceptional customer care starts with the attitudes and skills of every employee. Everyone, at every level, needs to understand how communication works from the customer's perspective and learn the best ways to engage both internal and external customers effectively.

TOPICS COVERED IN THIS COURSE

Introduction

Understand the importance of customer care and the difference between satisfaction and loyalty. Learn why consistently good service benefits both the business and the individual.

Projecting a Professional Image

Create positive first and lasting impressions and build rapport naturally with every customer.

Understanding Personalities

Recognise different communication styles, including your own, and adapt your approach to suit each customer.

Knowing Your Customers

Understand the needs and expectations of both internal and external customers to deliver better service.

Communication

Develop clear verbal and non-verbal communication and learn how to explain information effectively.

Understanding Customer Needs

Use questioning and active listening to identify what customers really want and provide the right solutions.

Handling Complaints

Take ownership of problems, respond appropriately, and turn complaints into positive outcomes.

Dealing with Tough Customers

Stay calm under pressure, manage emotions, and handle conflict constructively to maintain trust.