

MAKING A DIFFERENCE- CUSTOMER SERVICE



Customer Service Course

LEARNING OUTCOMES

- Learn to identify the root causes behind complaints, so you can address issues proactively and prevent them from recurring.
- Review how your team interacts with customers, pinpoint areas for improvement, and enhance the overall value of your service.
- Explore practical techniques to create a mindset and environment where every interaction puts the customer first.
- Gain strategies to manage challenging scenarios calmly and professionally, turning potential conflicts into positive outcomes.
- Discover how to set boundaries without damaging relationships, maintaining trust and goodwill even when you can't meet every request.
- Strengthen your verbal and non-verbal communication skills to build trust, influence positively, and leave a lasting impression with your customers.

COURSE OVERVIEW

This course will help you understand the underlying reasons behind customer complaints, giving you the tools to manage expectations effectively—both your own and those of the organisation. You'll learn practical techniques to respond confidently and professionally, turning challenging situations into opportunities to impress. By the end of the course, you'll be equipped to make a real difference in your customers' experience, leaving them satisfied, valued, and more likely to return.

TOPICS COVERED IN THIS COURSE

Why Customers Complain

Understand the causes of complaints, your responsibilities in addressing them, and how to foster a culture that prioritizes the customer.

The Customer Service Process

Learn the top 10 essential steps for handling complaints effectively, resolving issues the first time, and managing difficult situations with confidence.

Effective Communication Techniques

Discover best-practice language and approaches, including how to say 'no' professionally while maintaining customer trust.

Understanding Customer Expectations

Identify the real needs behind complaints, reduce escalations, and consistently deliver service that meets or exceeds expectations.

Building Positive Customer Relationships

Explore strategies for long-term customer satisfaction through strong relationship management and proactive engagement.

Achieving Service Excellence

Learn how to combine process, product knowledge, and value to deliver consistently high-quality experiences.

Setting Standards and Measures

Establish performance benchmarks and key metrics to track service quality and ensure continuous improvement.

Practical Application and Action Planning

Apply the techniques learned with real-life examples and leave with actionable strategies to implement immediately.