

Rightrack ... a little bit of magic

Managing Your Customers
a modular programme



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Introduction

The aim of this Managing Your Customers programme is to provide comprehensive learning to develop managers and those with management potential to better 'manage' customers and to fully understand organisational commitments to customer service.

Approach

This is a modular programme that consists of 25 hours of learning over 3-5 days.

As an additional option available to you, we have had this programme recognised by the Institute of Leadership & Management as an ILM Development Programme. This provides external recognition for the programme, with participants receiving a certificate from the ILM and a year's ILM Membership. No formal exams are required.

Outline

Module One – Customer Service in Action

- Introduction to customer service and its importance in the workplace
- Customer Service Scenario:
 - Delegates work together to play a part in a typical customer service situation
 - The scenario detail focuses on all elements of service
 - The scenario is fun and very engaging and it also helps to bond the group and break down barriers
- Once the scenario is completed, the trainer will facilitate learning and relate the exercise outcomes with real life and different delegate situations. Delegates will also work in Support / Challenge partnerships
- Discuss individual experiences of good and bad customer service



Module Two – Customer Service and Organisations

- What are customer service policies and why do organisations have them?
- Customer service standards – company and legal
- Internal and external service
- The customer service chain
- What is excellent customer service?
- What are the consequences of poor service and not meeting the organisations commitment to good service?
- The differences between Disappoint / Deliver and Delight
- How would we exceed customer expectations and delight customers?
- Who has responsibility within any organisation for contributing to delivering good service

Module Three - Communication in a Customer Service Environment

- General communication models to develop understanding of the common rules for communicating with internal / external customers
- Developing effective questioning techniques including:
 - Using different questioning types to get the responses you require
 - How to structure questions
- Encouraging good communication skills in your team:
 - The importance of listening to customers / staff
 - The consequences of not listening properly
 - Active listening
 - Empathetic listening, for use when things have gone wrong
- Understanding how body language contributes to our communication style including:
 - our own body language



Module Four – Maintaining Customer Standards

- Responsibilities to ensure customer service standards are maintained during all contacts with customers
- Methods to monitor standards
- Leading the way and demonstrating good telephone techniques including:
 - Voice, words and attitude
 - Answering telephone calls from customers (internal / external)
 - Putting telephone calls on hold
 - Transferring telephone calls
 - Making telephone calls to customers

Module Five – Managing Behaviours that Might Impact on Customer Service Standards

- Encouraging positive behaviours within the workplace including:
- The benefits and rewards of positive communication
- How to communicate positively with everyone involved in the customer service chain
- Transactional Analysis Model
- Complaints handling procedures and policies
- Examples of different organisational policies for handling complaints and escalating problems
- Skills to deal with different complaints when they are escalated
- Individual assessment questionnaire



Programme Options

This is an in-company programme with the following options:

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| Available Packages: | <p>Ready-to-Go - An 'off-the-shelf' training programme delivered by one of our training specialists at a location of your choice</p> <p>Customised - We tailor our ready-to-go programme to meet your needs, including your case studies, your examples and your company specific information. Company branded programmes also available</p> <p>Bespoke - We research, design and deliver the programme specifically for your needs</p> <p>ILM - We can design this to be eligible as an Institute of Leadership & Management Development Programme, which can provide external recognition for your programme</p> |
| Duration: | Modular – 25 hours of learning over 3-5 days |
| Materials: | Folder, workbook, handouts, pen and certificate of attendance |
| Support: | <p>Research - Pre-programme research visit or telephone discussion</p> <p>Administration - Printing and packaging of delegate materials and liaison with your chosen venue for programme arrangements. Additional administration options available</p> <p>Evaluation - Post-programme evaluation and a consultant's report providing feedback on the programme</p> <p>Rightrack Membership - Lifetime on-line post-programme support via our dedicated delegate website and access to the training consultant who will answer any questions relating to the programme</p> |
| Dates & Location: | To suit you |
| Delegates: | Up to 12 people |
| Style: | Rightrack programmes are energetic, exciting and highly participative, which create an impact and motivate participants to learn and embrace change |
| Learning Methods: | We utilise a blend of learning methods: practice sessions, group workshops, scenario-driven learning, assignments, self managed learning, shared group learning, accelerated learning and structured group learning |

