

Customer Service Excellence Workshop

Why customer service excellence

One of the ongoing challenges facing organisations is the consistent service to customers. As organisations grow the personal touch and the exceptional service can prove difficult to deliver consistently. This is something that organisations recognise and believe that they must pursue. To deliver customer service excellence, this begins at home.

Workshop content

The workshop will share a series of practical tools and techniques to assist individuals to understand and then develop bespoke Customer Service Excellence Standards that can be used as the vehicle to drive consistency. Time will be spent understanding what it is and how we can make it simple for everyone to use. The practical tools and exercises will assist individuals to develop their own Action Plan to drive Customer Service Excellence forward.

Target audience

Individuals who have responsibility for Customer Service in the organisation and who are looking for innovative and creative ways of ensuring “Excellence”.

Section 1 Why customer service excellence

- Define the Challenge
- Reputation

Section 2 Customer service excellence defined

- Characteristics of Customer Service Excellence
- Relationship Marketing

Section 3 Customer service excellence standards

- A model for developing the Standards
- Practical steps towards achieving the Standards

Section 4 Practical application and review

- The tools
- Success Criteria
- Hints and tips