



The Baobab Centre

Inspiring potential and growth

Customer Service Skills

It only takes seconds for us to form an impression of another person, and if that person is working for your organisation, invariably that impression will be transferred to your organisation.

Customer service is now at the forefront of market competitiveness and consumer empowerment and is being monitored by a range of consumer and industry led organisations such as: WHICH, Watchdog (BBC), Rogue traders (BBC), Consumer Direct (funded by the Office of Fair Trading and delivered in partnership with Local Authority Trading Standards Services) and Institute of Customer Service (ICS).

This increased awareness means consumers are beginning to change their expectations of customer service and in many instances demand higher standards.

Reports of negative experiences are being exchanged across the media as companies come under greater scrutiny to deliver quality products, quality care, quality!

" Technology is aiding the uprising, empowering consumers to do much more to make themselves heard" p. 40 BusinessWeek, March 2008

Difficult customer experiences not only cost sales but can leave employees feeling de-motivated, under supported and even angry. Employee goodwill is eroded and people may resign, leaving the company with a further cost in recruitment and retention. It doesn't have to be this way.

Good customer service not only impacts positively on sales but it also improves the experience employees have at work. These improved experiences enrich your organisation. Think back to the last time you gave or received excellent customer service? Let that experience tell you why this is important.

Our customer service course builds confidence in customer service representatives who can then impact positively on the organisation.

We aim to work through customer service resistance, acknowledge the emotions of the customer exchange and help you improve how your organisation is experienced from within and without.

Our course covers:

- managing differing expectations;
- understanding the emotions of human interactions;
- organisational culture and how it feeds into the customer experiences;
- body language, covert communication and its impact;
- forming appropriate relationships in brief exchanges;
- understanding and communicating consumer legislation; and
- rights to dignity at work and how that informs training.

The Baobab Centre
The Raylor Centre
James Street
York
YO10 3DW
Tel: 01904 422733
or 07913826399

office@baobabcentre.com
www.baobabcentre.com

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Course length:

The course is offered as a day workshop: 9.30 - 4.30 pm.

Course fees:

If a group of 8-15 books the course the fee is £1010 inclusive of VAT.

Booking:

To book or find out more telephone Nic Neath on 01904 422733 or email office@baobabcentre.com.

Alternatively, this course can be offered as an eight hour individual coaching programme at £62 per hour.

Our course is delivered by specialists in relational dynamics and with experience in retail and senior management.

We build on your existing customer service skills and develop your understanding of the people who count as your internal and external clients.

We do this by matching our skills to each particular company's needs, mutually identifying where training is needed and delivering workshops which engage employees through their work experience.

We are more than happy to have investigative meetings with your organisation free of charge. We promise not to offer anything we don't believe in or we don't think will work.

Many large, medium and small US companies have realised that a positive customer service experience will generate further sales, whereas many UK companies have not; not yet, at least.

BBC h2g2: customer service. Retrieved 07/04/08 from: <http://www.bbc.co.uk/dna/h2g2>.

You'll never have a product or price advantage again. They can be easily duplicated, but a strong customer service culture can't be copied.

Jerry L. Fritz is director of sales and customer service management programs for the Management Institute, University of Wisconsin. Retrieved 03/04/08 from <http://customerfocusconsult.blogspot.com>.

Your most unhappy customers are your greatest source of learning.

Bill Gates - Customers - Learning, Customer Relationship Management (CRM). Retrieved 4/4/08 from <http://www.crmadvocate.com/ourtake/wisdom.html>.