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## Customer Service Excellence

**Course duration: One day    Course code: CSE1 – Call: 0845 387 0269**

### Overview

Research suggests that up to 92% of customers and those considering doing business with a company do not complain about poor service, they just don't come back and certainly do not recommend your business to anyone else. Add to this the vast amount of customers who say they generally receive mediocre service and go elsewhere, and imagine how much revenue is lost! Ask yourself the question, 'how often do I receive **excellent** service?'

This practical course will provide you with all the best practice skills required to impress your customers and consequently lead to an increase in performance and customer loyalty.

### Who is it for?

For anyone who provides customer service especially for those who provide face-to-face service.

### Objectives

- Clarifying what professional service actually is
- Understanding how customers judge us, and the service they receive
- Recognising how a positive attitude makes a huge difference to service
- Understanding the differences between mediocre and excellent customer service
- Identifying the techniques that make all the difference to service delivery
- Establishing and removing any barriers preventing you from providing consistent excellent customer service

- Prepare an action plan to establish areas of focus and put in place objective measurements for monitoring improvements

### **Course Overview**

- Clarifying what customers really expect from us
- Exploring your own experiences of customer service
- How are we judged by our customers?
  - Subjective
  - Objective
- Making the customer feel valued
- Defining professional service delivery
- Creating loyal customers
- Positive attitude and the impact it can make to the service we offer our customers
- Defining barriers to providing excellent service
- Putting it in to practice
- Feedback session and preparation of an action plan

***Good Practice Training Bespoke Training for Business***