



# Customer care

## Options for this programme

Customer service is at the heart of what we do. We've run lots of programmes looking at different aspects of customer care with many organisations. Here's a sample programme; we'll happily adapt the course to fit your culture.

We've found people make real changes when we they can immediately see the effects of using their new skills. By using actors to portray real scenarios from your own workplace we help participants integrate what they've learnt.

## Our approach

The workshop is highly participative and practical. There are different activities to explore and embed the learning: discussions, creative thinking tools, group exercises, coaching, games, tailored case-studies, forum theatre and role-plays.

The 'content' and the 'form' of the workshops work in tandem. So, for example, while participants are learning about the power of personal responsibility, they will also be experiencing it. They need to 'feel' it and 'do' it as well as 'know' it. Our desire is to create an environment that enables your people to generate optimum learning mindsets: curiosity, openness and readiness for change. We're committed to making their learning safe, challenging, fun, inspiring and memorable.

## What we cover

We begin by exploring how our thoughts and feelings affect our ability to deliver excellent care at work. We look at the relationship between the individual and the organisation, and the common values that underpin great customer care. We'll consider what it means to embrace responsibility and ownership.

Next, we focus on the nitty-gritty: what exactly we do at work when we're giving excellent care. Participants learn the core skills and tools needed to give outstanding customer service. We use actors to portray real scenarios created from examples you supply. This is a compelling interactive experience enabling participants to explore what works and what doesn't. It gives the attendees the chance to see how the core skills work in practice.

## What topics does it cover?

By the end of the course you'll be able to:

- Connect with beliefs and values that underpin good customer care
- Demonstrate key customer care tools and skills
- Develop a common customer care 'language' within your organisation
- Recognise how your role is integral to your organisation's overall success and be Inspired to make your customer care part of this

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## An example programme

### Introduction

#### Welcome & what we're up to

- Introduction: objectives, structure, methods
- Connecting with the participants and facilitator

### Session 1

#### What does it take to realise our goals?

- A physical exercise to frame the day
- Exploring the TOTE model: how our thinking, knowledge, skills and attitudes impact on our goals

### Session 2

#### Customer care and the bigger picture

Legacy exercise: how we can put different customers at the heart of what we do: customers, colleagues, partner organisations

### Session 3

#### Customer care and the bigger picture

For each skill we explore common applications, effective techniques and useful language patterns.

- Listening fully
- Empathising and understanding
- Greeting appropriately

- Creating quality voicemail and messages
- Responding positively to requests
- Under-promise / Over-deliver
- Communicating ownership and responsibility
- Using plain English and specific language
- Dealing with complaints
- Keeping people informed

### Session 4

#### Review, Rework, Reinforce! The Approach in Action

- Actors perform real scenario
- Participants analyse the characters' attitudes and skills: What's working? What isn't working?
- Participants redirect the actors, using earlier learning to improve the customer experience.

### Session 5

#### Action plans and close

- Sharing the key learning
- Commitment to three immediate actions

