



MANDEL TRAINING CENTRE

"Partnering you towards competitive performance"



Customer Care & Service Course Outline

1. Course Overview

Customer service is too important to be left to the Sales Team alone. It is meant for all employees as they are, in one way or the other, all either a customer or a supplier to the next person internally and/or externally.

The customer is a partner in business and, at most, is the reason for its existence. Marketing can bring customers into your door, but service only will keep them coming back.

This two-day workshop enhances the participants' ability to retain existing customers as well as attract new ones. It helps participants to fully appreciate the importance of the customer.

2. Course Objectives

By the end of the programme, participants should be able to:

- Relate customer service to their company's mission, vision and values.
- Describe what a 'customer' is.
- Explaining the meaning of 'customer care'.
- Understand the importance of communication in dealing with customers.
- Identify the 5 different behaviour styles displayed by different customers and learning to practice behaviour flexibility with each style.
- Follow some effective and systematic ways of handling customer complaints.

3. The Learning Process

This programme is intended to enlighten employees that customers are the reasons for us being in business. The learning process is deliberately diverse and includes –

- Class lectures and case study discussions;
- Video screening and syndicate discussions;
- Group work

4. Course Content

DAY ONE

AM

Our Mission, Vision & Values
Consumer buying behaviour statistics
Customer definitions
Pleasing Customers
Benefits of Customer Care & Quality Service
Film: *What Is Customer Service*

MID-MORNING

Circle of Service: The Focal Point
Customer Care Dimensions
Who are my customers & What do they want?
Film: *In The Customer's Shoes*

PM

The Communication Process
Non Verbal Communication
What draws customers to us?
Customer Expectations
Film: *Johnny The Bagger*

DAY TWO

AM

Why Customers do not return.
Attitudes that chase away customers
Film: *Kansiime: The Hairdresser*
How Do Our Customers See Us
Customer Perceptions

MID-MORNING

Types of Customers
How Shall You Show That You Care?
Some Common Courtesies
Some Common Abuses
Dealing With Difficult Customers
Handling Complaints Over The Phone
Film: *How Good Are You At Dealing With Angry Customers*

PM
Damage Control
Lessons To Remember
The Customer Service Charter

5. Contact Details

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