

Creating a Customer Service Culture

Course Objectives

By the end of the course you will:

- have a clear focus upon what your customers expect from your service;
- understand how to work together effectively as a team to meet their needs;
- understand the idea of 'customer culture' or 'customer ethos' and why it is important to excellent service;
- have diagnosed your service to discover where the strengths and weaknesses are in creating a customer culture;
- have a firm understanding of the customer culture you want;
- have a clear action plan to get there.

Course Programme

0915

Assemble and welcome

0930

Course objectives and introductions

The ingredients of good customer service

Understanding culture - case studies

What are our customers' expectations?

Establishing our team values

Lunch

SWOT analysis and performance analysis

- where are we currently?

Service process mapping

Action planning for improvement

Review: the hard and the soft of customer service

1630

Evaluation and Close