

# **Customer Care Skills Workshop**

## **Briefing Document**

### **1. Who the Brief is for**

*All individuals seeking information about the course. This brief outlines the training module "Customer Care Skills" and enables the reader to decide whether or not to participate in it.*

### **2. Background to the Product**

*This course has been developed to help individuals whose job involves direct contact with customers, either over the telephone or face-to-face.*

### **3. Aim of the Product**

*The benefits of the course will be realised in the workplace. It provides an opportunity to look at and practice different styles and how these styles can affect the customer's perception and impact profit margins. New skills are tried out in the safety of the classroom, where a sympathetic approach is taken at all times.*

### **4. Objectives**

*By the end of the workshop participants will understand:*

- The principle elements of caring for customers*
- What causes positive and negative reactions*
- Ways to promote positive action from the customer*
- How to gain commitment from customers*
- How to turn a complaint into a sale*
- How to improve the image of your company*

### **5. Target Audience**

*Anyone who would benefit from this training. This includes both Managers and staff.*

### **6. Prerequisites**

*None, other than to approach the subject with an open mind.*

## **7. Content and Outline Timetable**

- *Introduction*
- *Managing Perception*
- *Elements of Caring*
- *Skill Practice*
- *Communication*
- *Handling Difficult Customers*
- *Turning a Complaint into a Sale*
- *Skill Practice*
- *Action Planning*
- *Close*

## **8. Method of Delivery and Training**

*The course is tutor led, with the opportunity for individuals to practice the skills being learned and developed by using real situations.*

*The maximum number of delegates per course is 12.*

## **9. Related Training**

*None*

## **10. Participants' roles and responsibilities**

- *To have discussed the objectives of them attending with their line manager*
- *To attend and be punctual*
- *To participate as fully as they are able*

## **11. Line Managers' roles and responsibilities**

- *Brief the individual participants and help them to decide on their objectives for attending the course*
- *To support the participant to allow for full attendance*
- *To discuss the participant's action plan on their return to work and enable this to happen*

## **12. Tutor's roles and responsibilities**

- *To be fully prepared and able to act as a role model for the course*
- *To be sensitive to the needs of the group and each individual*
- *To be able to support individuals throughout the event in a sensitive manner*
- *To maximise the learning environment*
- *To be punctual and timely*

### **13. Charges**

*Charges will depend on:*

- ♦ *The length of the course*
- ♦ *The amount of tailoring required*
- ♦ *Any specific requirements*
- ♦ *Venue*

### **14. Further information**

*The PEAK Partnership  
Donkey Field  
Tichborne  
Alresford  
Hants SO24 0NA*

*Tel:           01962 733590  
E-mail:       mail@peakpartners.co.uk*