

Sales & Customer Care Effectiveness	
Session Code	SC03
Session Title	Customer Care
Topics Covered	Delighting customers who become active references
Delivery	Half Day (4 Hours) - tutor led f2f or online sessions
Minimum - Maximum Number of Delegates	1-10
Who will benefit?	Employees at all levels

<p>Content</p> <ul style="list-style-type: none"> ▪ Customer service principles, evolution and purpose ▪ The benefits of excellent customer service to internal external customers ▪ Customer psychology: what do customers expect? ▪ Customer care toolkits and training for consistent service standards ▪ World-class service - a modelling exercise ▪ Creating 'magical' experiences for your customers 	<p>Benefits</p> <ul style="list-style-type: none"> ▪ Deliver better, faster, consistent service ▪ Increase customer satisfaction ▪ Learn how to gain repeat business and customer introductions ▪ Know what customers expect ▪ Increase your credibility with customers ▪ Be knowledgeable of what excellent customer service is
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