If only there were courses out there to train our customers to make our jobs easier! As funny as this may sound, it is something we get asked quite regularly. What this sentiment really indicates is a need for some specific skills and useful techniques to be able to engage effectively with your customers. Customers do not come in easy-to use formats, but this course will show you and your staff how to have better interactions with your customers and improve the customers' experience with your business or organisation. Learning the essentials of customer service will give you and your staff the ability to provide increased satisfaction with your clients and customers and meet their needs even if you have to say no.

This course explores what it means to serve our customers and how to create a positive experience every time – for you as well as the customer! It is essential to be able to deliver good, reliable and a high level of service to your customers. The success of every business depends upon this. Every interaction your staff have with your customers is a customer service experience, whether it is a simple question (what are your opening hours?) or a request for something you do not have – each interaction is an opportunity for the customer to experience your business or organisation. What kind of experience do you want this to be? What kind of experience are they currently receiving? If it is not positive in 90% or more of instances, you need the skills presented in this course.

- Learn how to create a positive customer experience – for you as well!
- Uncover the key elements customers want in their interactions with you
- Explore the impact of positive and negative language – what you say is all about selecting the most appropriate language and avoiding what upset customers
- Understand the importance of how you communicate with your customer has as much to do with what you communicate
- Learn 5 qualities to improve how you deliver any communication verbally and increase the effective of your communication immediately
- Learn how to build rapport with the customer to build a solid relationship
- Learn a communication model that is a fool-proof way to uncover how you can best serve the customer – even if they don't know what they need or want