



Griffin Training

Solutions for a Modern Workforce

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Introduction to Customer Service & Care

Customer service is the key to an organisation's professional image and is therefore vital to any organisation's success. The aim of this course is to introduce participants to the basics of customer service and care. Participants will be introduced to the key aspects of customer service, customer needs and expectations, the basics of good interpersonal communication, the purpose and impact of effective customer service and how to deal with irate customers. The course has a strong practical and interactive focus to ensure practical results.

Objectives:

- Understanding the role of customer service
- Understanding customer needs and expectations
- To improve interpersonal communication skills
- To handle complaints and irate customers effectively

Content:

- The Basics of Customer Service and Customer Care
- Customer Needs and Expectations
- Verbal Communication
- Non-Verbal Communication
- Barriers to Effective Communication
- Basic of Telephonic Customer Service
- Electronic Mail and Customer Service
- Basics of Positive Assertive Behaviour
- Dealing with Complaints and Irate Customers
- Practical Customer Care