



## Effective Customer Care Service Training

For businesses to continue to be successful effective customer care is critical. No business can survive without a positive relationship with customers in today's competitive market. Customers have become less tolerant and more demanding.

This course will enable you to help build a stronger relationship with your customers and to create a stable and rewarding experience that makes them want to return to you time and time again.

**Exceptional customer service is a large part of that good quality that we are willing to pay for even during hard times.**

### Who should attend?

Any staff who have regular contact with customers, or have a management responsibility of staff who deal with customers. The course is suitable for Managers and team members alike.



Aksaa can work with you to design and deliver training programmes which are tailor-made to your requirements.

The fee is £150 plus VAT per delegate or £1500 plus VAT plus expenses, for up to 20 delegates for an in-house course.

### Course objective

By the end of the course, participants will be able to:

- Understand the importance of customer care for both you and the customer
- The opportunity to consider how you are perceived by your customers and have a plan of action to improve this
- Be able to explain the difference between Transactional and Relational customers and how to meet the needs of each
- Have identified the 'little things' that affect our customers perception of us and have actions to overcome them
- Be able to spot the GAP's in their service and change them
- Have a written set of values that everyone will follow

### Methodology

The course will be very much participative and interactive with group work, group discussions and presentations.

**To find out about our other courses, please check out our website: [www.aksaa.co.uk](http://www.aksaa.co.uk) or contact our offices.**