

# retail training



## ESSENTIAL CUSTOMER SERVICE SKILLS

DURATION: 1/2 day and one day options available

### OVERVIEW:

Exceptional customer service always leads to increased sales, profitability, customer satisfaction and customer retention. The challenge for most businesses is creating a sustainable service philosophy by ensuring every single employee understands, embraces and consistently delivers great service practices.

This course will provide your front line staff with the necessary skills and confidence to deliver great customer service.

### EXPECTED OUTCOMES:

Customer service representatives will recognise that their customers are the “lifeblood” of the business and that every opportunity to interact with the customer is a chance to strengthen the relationship and retain that customer’s loyalty.

### CONTENT:

- Who are our customers?
- The customer experience
- Dealing with difficult customers
- Benefits of delivering great customer service
- Measuring customer service
- Moments of truth
- Effective communication
- Knowledge, attitudes, skills and habits of performing customer service people