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## A CUSTOMER SERVICE WORKSHOP UNDERSTANDING YOUR CUSTOMERS

### WORKSHOP OUTLINE

- Identify the four phases of effective customer service
  - The initial meeting
  - Transfer of trust
  - The service experience
  - Customer evaluation of experience
- Understand the people vs product service element
- Maintain long-term relationships
- Measure client satisfaction

01

Focus on practical application of skills, learnt, applied and practised

06

Improving the learner's confidence, attitude, knowledge and skills are critical

05

Edge ensures that the learners are engaged and receptive to training

02

Knowledge sharing and team learning form part of Edge's unique training methods

03

Programmes are flexible and easily adaptable to suit the various learning styles

04

Interactive sessions include group discussions, case studies, Q & A sessions and role-plays

### COURSE METHODOLOGY

### OBJECTIVE

By the end of this course you will have a better understanding of your customers' expectations by clearly identifying the four phases of effective client service. In delivering the best service experience possible, you will ensure long term customer relationships are managed and retained. Finally being able to measure client satisfaction is key to delivering improved customer service.

### EDGE TRAINING CONSULTANCY

With over 18 years of Human Development training experience, Edge Training has a Level 2 BBEE Scorecard, a National Footprint and Full Accreditation with Services SETA. Together with our BEE partners, we are committed to solving BEE related Skills Development Challenges in a meaningful way. Whether an Accredited Short Course, a Behaviour Changing Workshop or a Learnership, our highly skilled and dedicated team can offer you a solution. We source the learners and manage all the necessary requirements for disabled and unemployed learnerships. Most of our learnerships and Workshops are also offered as online courses.

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