



# GREAT Customer Service

## On-demand programme

### Overview

We take an emotionally intelligent approach to customer service.

In our digital, 'results now', 'always on' and 'click here' world, it's easy to lose the emotionally connected experience that customers want. Studies show that 70% of customers spend twice as much with organisations they have an emotional connection with, so we lose that connection at our peril.

And that's our starting point with the GREAT Customer Service on-demand programme. It gives a structure for an emotionally connected, loyalty-inspiring, trust-building customer conversation. The programme is brought to you by The Customer Service Training Company in partnership with The Conversation Academy.

### What will you learn?

You will learn the GREAT Customer Service approach and be able to:

- **Greet** your customer: warmly greet your customer, building trust from the beginning
- **Recognise needs**: recognise what your customer really needs through being customer-curious and listening to understand
- **Empathise** with your customer: demonstrate true empathy by attuning to your customer's behavioural preference
- **Act** with accountability: show how you will 'own' your customer's issue or question
- **Thank** your customer: end each interaction on a high with a personal and memorable goodbye

### Getting the most from your learning

This course is designed for flexible, on-demand learning, with a focus on applying the skills directly in your role to enhance customer service.

1. **One module at a time** – phase your learning rather than completing all of the modules in one go. Explore each skill then apply it. Ensure that you are comfortable in applying the skill before you move onto the next module
2. **Apply what you learn** – whilst it is important to watch the videos and complete the e-learning modules, the most important activity in your programme is the *Take Action* guided learning. The real learning starts when you use the skills in your role
3. **Share your insights** – share your learning experiences with your line manager and your colleagues. Talk about how you have applied each of the skills and the impact this has on the success of your customer interactions. Learn from each other using the online community chat
4. **Reflect and grow** – keep revisiting each module to refresh your knowledge. Reflect on your experiences of applying the skills in your customer interactions

**Any questions? Please just give us a call on 01582 463464 – we're here to help!**

Or visit [www.thecustomerservicetrainingcompany.co.uk](http://www.thecustomerservicetrainingcompany.co.uk)



### Programme overview

The GREAT Customer Service on-demand programme consists of 6 bite-sized modules ranging from 5 minutes to 15 minutes, supported by application activities to complete in your role – that's where the magic happens!

#### Module 1: Welcome

- **WATCH:** 2-minute video overview of the programme

#### Module 2: Greet

- **WATCH:** 90-second video on building initial trust
- **LEARN:** 5-minute module on warm greetings
- **APPLY:** Practice friendly customer greetings on the job

#### Module 3: Recognise needs

- **WATCH:** 90-second video on customer curiosity
- **LEARN:** 5-minute module on listening to understand
- **APPLY:** Identify and address real customer needs in real-time

#### Module 4: Empathise

- **WATCH:** 90-second video on attuning to customer behaviour
- **LEARN:** 5-minute module on demonstrating empathy
- **APPLY:** Practice empathy during live customer interactions

#### Module 5: Act with accountability

- **WATCH:** 90-second video on owning the customer's issue
- **LEARN:** 5-minute module on accountability
- **APPLY:** Demonstrate responsibility in solving customer problems

#### Module 6: Thank

- **WATCH:** 90-second video on ending interactions positively
- **LEARN:** 5-minute module on memorable goodbyes
- **APPLY:** Create impactful final impressions during real interactions

#### Course completion

- **Certificate:** Awarded upon successful completion of all modules

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