



Delivering GREAT customer service – in a public service context

Overview

This half-day customer service training programme gives you a structure for an emotionally connected, inspiring and trust-building service-user interaction using the GREAT approach to 'customer care'. It will help you adopt a customer-focused way of communicating that will help you exceed expectations.

Objectives

You will:

- Know what your customers value most.
- Greeting everyone you help with warmth, building trust and rapport from the beginning when you communicate.
- Recognise what a customer really needs from you through asking empathetic questions and listening to understand deeply and skilfully.
- Attune to the service user's preferences so that you can truly connect and empathise.
- Use advanced communication techniques to help you adapt your communication styles to meet the needs of diverse customers.
- Have a personal action plan of commitment.

Who should attend?

Anyone with regular customer contact in a public service or VCSE context.

Format

Delivered either as a face-to-face half-day session or as a 90-minute virtual session, as you prefer. The session can be tailored according to organisational need and / or the skill level of the participants.

Workshop outline

1 The 60-second challenge

- What engages you when you are a customer?
- The emotional bank account
- Completing an actions checklist for responding to needs in a customer-centric way

2 The diversity of the communication mix and your impact

- Modelling effective behaviours and building a service-user focused relationship

3 Skills and tools to make the experience GREAT

- **Greet** – 'I'm here for you'
- **Recognise** needs – Recognising what the service user *really* needs: 'I will help you.'
- **Empathise** – Displaying genuine empathy and attuning to the service user: 'I understand you'.
- **Act** – Acting with positivity and accountability: 'This is what I'll do...' – our language and mindset
- **Thank** – Thanking with sincerity and ending on a high: 'I'm happy I could help you today'

4 Personal action plan: Stop, Start, Continue

This programme works particularly well when paired with the half-day 'Dealing with difficult customer situations' programme. Run the programmes separately or make a day of it – the choice is yours.

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

Or visit www.thecustomerservicetrainingcompany.co.uk