

# Improving service delivery to public service customers across channels

## Overview

Consistency of service is one of the most crucial aspects to providing exceptional service to customers and service users. This workshop will equip you with the skills and approaches needed to provide consistent, high-quality interactions with customers, fostering trust, satisfaction, and a positive image for the organisation.

## Objectives

You will:

- Explore your current channels in use and the challenges and opportunities
- Gain skills to provide consistency of service quality in face-to-face, telephone and digital interactions
- Have tools and techniques to examine failures/faults in services and systems
- Find solutions and approaches that enhance efficiency and maintain a customer focused approach
- Have an action plan

## 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.

## Trainer

This customer service training programme is designed and led by lead consultant [Amanda Dudman](#).

## Workshop outline

### 1 Introduction

### 2 Using customer feedback

- What is your customer's perspective about your service?
- Looking at current customer feedback on service quality
- Identifying and summarising the key issues together to conclude 'where are we now' (in plenary)

### 3 Sunshine and rain clouds

- A short and energised interactive whole group activity: having a clear understanding of the opportunities and challenges presented

### 4 What do the standards say?

- Checking the organisation's customer commitments, quality standards and other relevant measures that impact on improvements

### 5 Improvements that will make a difference

- Leveraging opportunities and solving the challenges identified using a tool of the group's choice (e.g. SWOT, PESTLE, SFP, FREE FORM DRAWING, FORCE FIELD ANALYSIS) / producing our BEHAGs
- Small group activity
- Presenting your findings to each other; drawing conclusions in plenary

### 6 Action planning

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)