

LZU 108 3214 CUSTOMER CARE AND CUSTOMER SERVICE PROFESSIONALISM**Purpose**

The care for the customers and the awareness of its importance has in recent years become more and more important in business and industry. A company that is really serious about providing exceptional customer care and service will begin by producing a quality product and by supplying adequate service. In the competitive market customer care and service is very often the decisive factor for a consumer to purchase a product made by YOUR company, rather than another. Over the years, market research and, indeed, customer complaints have given companies good indications of the types of services customers require.

Objectives

During the course the participants will learn:

- how to understand the importance of customer care and customer service professionalism
- how to recognize customer needs and how to improve the quality of customer service
- to build and maintain successful relationships with customers
- how to improve communication skills with customers
- how to recognize and use different models of communication styles
- how to deal with "difficult customers" and "difficult situations"

Entry Requirements

Minimum of experience in work with customers

Training Methods

- lectures
- exercises (individual and group)
- questionnaires for assessment and self-evaluation
- discussion

Duration

2 days

Number of Participants

Maximum 15