



Advanced Customer Relationship Skills

The course duration is two or three days and is offered in house and public.

Course outline

There are six principle areas addressed in this course:

- ◆ Frontline and internal customer awareness
- ◆ Identification of personality style
- ◆ Communication skills
- ◆ Telephone Etiquette
- ◆ Problem and criticism handling
- ◆ Skills implementation

The content covers the following:

- ◆ The “river of life” introduction
- ◆ The customer chain
- ◆ Customer service philosophy
- ◆ Managing for customer care
- ◆ Personality styles
- ◆ Communication
- ◆ Telephone etiquette
- ◆ Problem Solving
- ◆ Giving and taking criticism
- ◆ Skills implementation
- ◆ Motivation to succeed

Objectives:

The course provides the philosophy, tools and understanding to create strong and lasting customer relationships with internal and external customers, and to successfully handle difficult situations and upset customers.