



Customer service skills

Benefits to individuals: *Become more confident in dealing with a variety of people and situations*

Value for organisations: *Improve the quality of service to all customers*

Customer service skills are an important factor affecting the retention of customers and impacting on our reputation.

Is this Course right for you?

This course is designed to help anyone who deals with people, either on the phone or face-to-face, to improve their customer service skills at all levels.

Once the course is completed you should be able to:

- Outline the principles of excellent customer service
- Identify their internal and external customers, their needs and concerns
- Plan to identify their customers expectations, and how they are going to meet them with promises that are going to be kept
- Identify the communication skills needed for excellent customer service and have an opportunity to practice these skills
- Handle complaints and difficult customer experiences.

Course content:

- Principles of Customer Service
- The difference between bad, good, and excellent customer service
- Service Value Chain
- Customer-focused organization
- Service Pyramid
- Internal vs. External Customer
- People, concerns and needs
- Expectations, promises and delivery of service
- Seven Key Elements of Customer Service
- Phone & Electronic Customer Interactions
- Complaint Handling and Service Recovery
- Dealing with difficult situations

How is the course conducted?

The course conducted as a 1 day workshop session held at MaST's Melbourne location. The workshop will be delivered in an interactive style that will optimize the individual participants' learning styles and the facilitator's communication style in a series of activities. These activities will include individual work, small group work, large group discussion and case studies. Our workshop groups are limited to 12 participants (a minimum of 6 is required), to ensure opportunities for individual attention and an enhanced learning experience.

You will be provided with a comprehensive course manual and ongoing telephone support from the team at MaST.

Course Dates: 24 Jun, 13 Aug & 24 Nov.

Price: \$475 + GST per participant

To book a **Customer Service skills course**, or to arrange **in-house training**, please call the training team on **03 9520 2599**, or email us at **mast@mastaustralia.com.au** to let us know how we can help you.