

Customer Service for the Front Line



A 1-day programme

Who for:

Individuals who work face to face with the public across the reception desk or over the counter, whose work involves providing information, advice and service to customers; this programme emphasises the impact they have as the “face” of the organisation and teaches straightforward insights and skillsets to build professionalism and confidence.

In this programme, you will learn and practise:

- The key differences between accurately performing the functions of your job and your role in customer service as organisational “ambassador”; how and why it is important to do both well
- Establishing immediate rapport; creating the right impression; personal impact; blending knowledge and confidence with courtesy and assertion; acknowledging and greeting the customer
- Assessing customer requirements; skilful questioning and active listening to clarify and establish needs and outcomes
- Giving information and advice; brevity, clarity and the “what’s in it for them” factor
- Speaking the customer’s language: thinking patterns, linguistic patterns, sorting categories, non-verbals
- Dealing with difficult customers; handling complaints

