

# CUSTOMER SERVICE

Training course offered by VETTA Communication (Pty) Ltd.



## OBJECTIVES

Customer service is the provision of service to customers before, during and after a purchase or service rendered. Good customer service is the lifeblood of any business and is all about bringing them back and about sending them away happy – happy enough to pass positive feedback about your business along to others. This practical workshop highlights the importance of working through company standards and meeting customer perspectives, perceptions and expectations.

## COURSE CONTENT

### Definition of Customer Service

#### The Art of Customer Service

- Impact on the business; ten simple rules
- Customer service standards and expectations
- Approach; first impression, body language and verbal content
- Having the right attitude towards working with people
- Maintaining a corporate identity

#### Identifying Customers

- Internal and external customers
- Customer profiles
- Understanding customer perspectives, perceptions, expectations
- Understanding the generation gap
- Understanding cultural diversity

#### Managing Customers

- Customer value and how to appeal to customers
- Managing customer disappointments; problems and complaints
- Taking initiative and being pro-active; thinking solution not problem
- Product information and knowledge
- Making a difference every time to ensure repeat business

#### Dealing with Customers telephonically and electronically

- Techniques in answering, transferring calls and/or message taking
- Building relationships telephonically and via email

#### Raising the bar

- Energy, motivation and effectiveness
- Adopting a 'one company one image' approach

Workshop suitable for all staff connecting with customers

## COURSE DETAILS

**Duration:** 1 day

**Time:** 08h30 - 16h30

**Cost:** R1766.00/person excl. 14% VAT

**Included:** Lunch, refreshments, facilitation, training manual, E-certificate, personalised feedback and unlimited post training support.

**This workshop can also be presented at your premises**

Book on line [www.vetta.co.za](http://www.vetta.co.za) or contact 086 111 VETTA (83882) or *Email:* info@vetta.co.za



VETTA Communication (Pty) Ltd.  
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"Passion colours everything it touches"

