

Level 1 Award in Customer Service



COURSE INTRODUCTION AND OBJECTIVE:

One of the most important things in any service business is customer service. Customers are the lifeblood of the business. Happy customers with a smile on their face are more apt to refer a business to other potential customers. There are lots of books and articles being published about service marketing as around 80% of the economy is now service based.

Customer service should be integrated into every facet of an organization because providing superior customer service is the most effective way to differentiate a business from the competition. Each employee needs to be committed to provide excellent customer service to everyone they deal with.

This will give every customer service front liners the skills they need to be company's direct point of contact of customer with abilities to communicate professionally, gain respect, enhance customer relationships and secure an overall competitive advantage through customer service excellence.

The aim of this course is to provide candidates with the skills required to deliver efficient and reliable customer service. Candidates will gain an understanding of customer expectations and needs and will be able to deal effectively with customer queries and complaints.

At the end of this course, candidates will:

- Know how to deliver good customer service to different types of customers
- Know different communication methods
- Understand the qualities and attributes required in the customer service role
- Know how to provide good customer service in line with organizational procedures
- Know how to effectively deal with customer queries, problems and complaints

TARGET AUDIENCE

This is suitable and recommended for any managers, supervisors and sales team staff who deals with customers and those who want to gain understanding of what customer service is.

FINAL ASSESSMENT AND CERTIFICATION:

The final examination papers come from City and Guilds and the final exam is conducted at Tylos. Upon successful completion of the program, candidate will be awarded a City and Guilds certificate.

COURSE OUTLINE:

Module 1: The changing world of customer service

Module 2: The Modern Consumer

Module 3: Barriers to effective customer communication

Module 4: Strategic Goal: Customer Service Satisfaction

Module 5: Deliver better, faster service and increase customer satisfaction

Module 6: Know what customers expect, increase your credibility with customer and your value to organization

Module 7: Recognize the signals of customer irritation and how to respond appropriately and assist in quickly finding a workable solution to your customer's problem

Module 8: Manage stressful situations more effectively

Module 9: Learn how to gain repeat business

Module 10: Mine profits from complaints