



## **SKILLS IN CUSTOMER SERVICES**

PIK53-1225 LON-1



**Place:** London (UK)

**Venue:**

**Start Date:** 22-12-2025

**End Date:** 29-12-2025

**PPP:** £4550



## **SKILLS IN CUSTOMER SERVICES**

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**If you can't train them,  
you can't blame them!**

### **Short Description:**

Achieving customer service excellence is not accomplished by accident, nor is it attained without effort and teamwork. It requires well-trained customer service professionals who have a passion for providing quality service. Providing customer service excellence gives an organisation a competitive advantage in the marketplace and is the key factor that keeps customers coming back. Delegates will learn best practices of world-class customer service providers to develop a customer-focused mindset for continuous improvement. In today's customer-oriented business environment, interpersonal skills are a critical component for promoting customer satisfaction and organisational success. Providing world-class customer service requires a unique combination of effective communication strategies, persuasion techniques, and conflict resolution skills. This highly-interactive customer service training course gives delegates the tools, resources, and confidence they need to enhance customer relationships and promote customer service excellence within their organisation.

### **Course Overview:**

#### **The Goals**

*By the end of the course delegates will be able to:*

- Describe the best practices of a world-class customer service provider.
- Develop a customer-focused mindset for continuous improvement.
- Identify key components that promote customer retention and loyalty.
- Measure customer service standards.
- Develop an understanding of internal and external customer expectations.
- Use the phone more effectively and leave professional voicemail messages.
- Communicate more effectively by utilizing active listening and questioning skills.
- Successfully apply the principles of persuasion to key negotiation situations.
- Give and receive feedback in a constructive manner.



- Understand the importance of written and electronic communication.
- Use nonverbal communication to make a positive first impression and build rapport quickly.
- Set SMART goals to increase productivity.
- Understand the importance of customer and organisational confidentiality.
- Utilize stress management techniques to increase job satisfaction.
- Use conflict resolution skills to work with difficult or demanding customers in a professional manner.
- Manage their emotions during stressful situations.
- Appreciate the importance of teamwork and maintaining a positive attitude.

## **The Process**

This highly-interactive course encourages delegate participation through a combination of group discussion, practical exercises, videos, role-play sessions, case studies, breakout sessions, and teambuilding activities. Delegates will utilize best practices and benchmarking to model world-class customer service excellence. The comprehensive course manual has been designed to be practical, easy to use, and facilitate learning.

## **The Benefits**

### **Delegates will discover how to:**

- Work effectively with difficult or demanding customers in a calm and professional manner.
- Use body language to build trust and instant rapport with customers.
- Utilize best practices of world-class customer service providers.
- Improve productivity by setting SMART goals for continuous customer service improvement.
- Encourage customer feedback and measure customer satisfaction.
- Adjust their temperament style to become more versatile, adaptable and highly successful.
- Use proven strategies to help their organisation achieve customer service excellence.
- Develop active listening and questioning skills to better communicate with customers.
- Use effective negotiation principles to promote win-win outcomes.

## **The Results**

- A shared organisational customer-centric service vision.
- Improved organisational professional public image.
- Higher customer satisfaction and loyalty.
- Improved conflict resolution skills.
- Enhanced nonverbal and written communication skills.
- Better intra/inter departmental teamwork.
- Improved interpersonal skills.



- Increased customer retention and revenue growth.
- Greater job satisfaction and career advancement potential.

## **The Core Competencies**

- Persuasion and negotiation skills.
- Conflict resolution skills.
- Nonverbal communication skills.
- Written communication skills.
- Listening and questioning skills.
- Teambuilding and leadership skills.
- Stress management skills.
- Phone calling effectiveness skills.

## **Program Outline:**

### **Day 1: Principles for Delivering World-Class Customer Service**

- Course overview and learning objectives.
- How do customers define quality customer service?
- What are the benefits of providing world-class customer service?
- Breakout session: How to use customer service to increase customer satisfaction and loyalty.
- Benchmarking exercise: Best and worst rated customer service companies.
- Creating a positive first impression: What do your customers see and hear?
- Creating customer service 'touch points' to enhance the "customer experience".
- The WOW Factor: Going the Extra Mile to exceed customer expectations.
- Case study: The Nordstrom approach to quality customer service.

### **Day 2: Developing Effective Communication and Interpersonal Skills**

- The power of nonverbal communication.
- Practical exercise: The Body Language Quiz.
- How to use body language to build rapport and create a favorable first impression.
- Understanding the four customer temperament styles.
- Practical exercise: Determining your temperament style.
- Developing your active listening skills to enhance communications.
- Practical exercise: Active Listening Evaluation.
- Use questioning techniques to identify a customer's expectations and service requirements.

- Determining your customer's "preferred learning style".
- Keys to effective telephone and voicemail communication.

### **Day 3: Principles of Superior Customer Service and Organisational Procedures**

- Does the 'customer experience' align with your organisation's vision/mission statement?
- Identifying internal and external customer expectations.
- The benefits of teamwork and mutual cooperation.
- Teambuilding and leadership exercise.
- Guidelines for customer and organisational confidentiality.
- Dos and don'ts of written and electronic communication.
- Empowering employees to better serve their customers.
- Case study: Scandinavian Airlines customer service programme.

### **Day 4: The Importance of Customer Feedback and Service Recovery**

- Why is it important to encourage customer complaints and feedback?
- Establishing customer service satisfaction measuring and monitoring standards.
- Best practices for recording and monitoring customer service issues.
- The supervisor's role in service recovery.
- The art of giving and receiving constructive feedback.
- Negotiating win-win outcomes.
- Managing emotions during stressful situations.
- Strategies for working with difficult and demanding customers.
- Practical exercise: Service recovery role-play.

### **Day 5: Leading the Way to Customer Satisfaction and Continuous Improvement**

- Your attitude makes a difference.
- Stress management tips for maintaining peak performance.
- The importance of personal development.
- Setting SMART goals for continuous customer service improvement.
- Practical exercise: What is your Action Plan?
- End of course review.