



## Office & Training Solutions Ltd

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### Course Outline

#### Customer Delight - The Bridge to Our Customers

##### Programme Objectives:

By the end of this session delegates will be able to...

- Explore the link between service and sales
- Define customer service & what it should be like to give you a competitive edge
- Explain what is meant by the service encounter cycle
- Examine how you rate in the CRASH test
- Explore the importance of effective communication in customer service interactions
- Provide an effective technique for handling 'sticky situations' using the "L-E-A-R-N Approach"
- Assess different customer satisfaction measurement techniques
- Summarize points for improving customer service delivery in your workplace

##### Target Trainee Profile

Suitable for all customer facing staff in the service industry

##### Training Approach

Tutor input

Group discussions & exercises

Brainstorming

##### Training duration

This session is delivered over 4 hours