



Office & Training Solutions Ltd

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Customer Service – the original marketing!

Customer service is truly the original marketing and is playing a larger role in peoples' buying decisions in the ever increasing on-line world we inhabit.....

Programme Objectives

- Identify your current customers and their impact on your business
- Explore all skills within the business and plan how these can be maximised to extend product offering with the aim of increased customer base/sales
- Discover the power and potential to simply and effectively utilise on line routes (Facebook, Twitter) to engage, retain and establish a very credible basis for customers to hear your new marketing messages
- Determine an effective customer service feedback system to supporting maximising company profile and determining future business opportunities
- Develop a positive and personal customer experience with the result of increased referrals (the personal reference has power, and it's one of the strongest marketing tools a brand can work to develop)

Target Trainee Profile

Any start up or existing small business

Training Approach

Tutor input

Group exercises and discussions

Customized practice sessions

Mentoring sessions

Training Duration

This course is delivered over 1 day with the recommendation of a 1 hour mentoring session per business