



**Customer Expectations**  
*Overview – Huthwaite*  
*Customer CARE*

# Customer Expectations

Customers no longer expect high levels of service, they demand it, and they vote with their feet when it's not delivered. Neglect the customer service aspect of your business and, ultimately, your bottom-line will suffer.

If you want tangible improvements in customer satisfaction and first contact resolution, as well as more effective use of time, increased employee motivation and retention, and reduced training time for new starters, this is the course for you.

# Overview – Huthwaite Customer CARE

## Objectives

At the end of the programme participants will be able to:

- increase their understanding of customers to enable them to build rapport and relationships
- use behavioural skills to structure and control interactions, from an effective opening to an appropriate close
- use advanced questioning skills to uncover needs, identify problems and clarify requirements
- demonstrate capability to solve problems, resolve complaints and add value for the customer by relating solutions to customers' needs and requirements
- influence internal relationships to further improve external customer service.

## Programme content

- Good and bad customer service.
- The impact of good and bad service on the customer.
- Proactive and reactive roles.
- Effective behaviours for customer interactions: CARE
  - Control
  - Approachability
  - Responsiveness
  - Excellence.

## Target audience

Aimed at anyone who provides customer service either over the telephone or face-to-face.

## Programme methodology

The programme introduces delegates to the key concepts and behaviours that underpin effective customer service, and provides them with exercises and company/role specific scenarios so that they can practise directly applying their skills. Where possible we analyse real contact to assess performance and give feedback for learning. At the end delegates create an action plan for how they will use and develop the skills back in the work place.

## Materials

Participants are provided with a workbook during the programme. It comprises reference material and activities to be completed over the two days. They also take away a behavioural framework with which to assess their performance back in the work place.

## Duration

Two days.

## Faculty and group size

One of our consultants will deliver the programme. To ensure individual attention and participation, training group size is limited to a maximum of 12.

