

# Improve Your Customer Service Skills

Date: Thursday 25 November 2010

Time: 9am - 12noon

Venue: Brock Road

Cost: £75

Tutor: Lucy Mallett

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## Course Description

In today's competitive market, providing outstanding customer service can make the difference between gaining and keeping a customer or losing one. This course offers the tools and techniques to ensure you build and maintain mutually beneficial relationships with your customers. As a result, they become loyal advocates for you and your organization.

This course also identifies that not all customers are external to your company and some of the most important customers can be within your company.

## Course Content

- Defining Good Customer Service
- Identifying what the Benefits of Good Customer Service is
- Dealing with Difficult, Rude or Indifferent Customers
- Achieving Real Excellence in Customer Service
- What is Active Listening and how does it help?
- How to make the Customers Point of View Work for you
- Handling Complaints with Empathy and Efficiency

Please contact Martine Ellis at the Guernsey College of Further Education on 737925 or email [martinee@gcfe.net](mailto:martinee@gcfe.net) to book your place.