

Putting Customers First

Course length: 1 hour*

Course Code: 103081BT001

This course will help you to build loyalty by ensuring your customers have positive feelings about your organisation.

Benefits for the Learner

To keep customers coming back for more, you need to develop a real understanding of what they want – even when they are not sure themselves!

This course explores the importance of excellent customer service and the ways that you can deliver improved customer satisfaction. You'll learn how to identify what your customers really want, new methods to satisfy their needs and a range of skills to increase loyalty by making your customers feel extra special.

Benefits for the Business

In today's highly competitive business environment, there's often little to choose between your products and services and those of your competitors. The customer service that you provide can make the difference between success and failure.

This course explains why your staff must put the customer at the very centre of their business thinking. It will give them the key customer service skills they need to make that crucial difference between a former customer and a loyal customer.

What You Get From This Course

Having completed this course, you will be able to:

- Explain the importance of effective customer service
- Define the importance of “Moments of Truth”
- Identify spoken and unspoken customer needs
- Use new skills to satisfy the needs of your customer
- Understand the concept of customer satisfaction

How Long Does the Course Take?

You can work through this course at your own pace. It should take you around 1 hour to complete.

*Courses are accessible for six months from the date of purchase.