



4D Training

## Principles of Customer Care/Client Service

### Who would benefit?

This programme examines the underpinning principles of effective client service essential for good client relations within business. The programme is highly suited to those who are new to an office environment or who have moved in to a position requiring good customer service skills.

### Learning Objectives:

The course emphasises the importance of focusing on good client service in order to maintain the client account and expand business. It provides a foundation for good customer service and promotes best practice. This is achieved through workshop style, tutor input, group discussions and practical exercises

- To provide a foundation for good client service by learning to apply the relevant principles
- Understand the benefits of good customer service in relation to maintaining a competitive advantage by promoting best practice in all customer interactions
- The concepts of customer expectation in relation to threshold and added value
- Appreciate the potential cost of failing to maintain a 100% service!

### Course Content:

- What constitutes good client service
- Delivering an excellent service and gaining client commitment
- The value of good client service
- Understanding client needs/ expectations and the value of good client service
- Identifying the customer: Internal v External
- Factors that contribute to good customer service
- Products and services

### Duration

One day

### Pre-requisites

None