



## Customer Service for Claims Staff

### Who would benefit?

This course is designed for claims staff to understand the importance of the delivery of excellent customer service. Attendees will gain a greater understanding of how their own behaviours and actions can have a positive impact on the customer experience.

This is a very interactive workshop and those attending will have the opportunity to reflect on the customer service which they or their organisations are delivering. Delegates will identify ways in which customer service can be improved, through changes in their behaviours or processes.

### Objective

By the end of the course the delegates will be able to:

- Outline why customer service is so important to an organisation
- Identify their own organisation's customer's expectations
- Understand the importance of delivering excellent service to internal customers and the link to achieving excellent customer service for external customers
- Define what constitutes excellent customer service
- Identify “moments of truth” and how the delivery of these can be improved
- Explain why good communication is key to the customer experience and implement improvements to key communication skills
- Create an action plan to facilitate delivery of improved customer service

### Content

- Why is customer service important
  - What are the benefits of excellent customer service to the different stakeholders – organisation, customers and staff
  - How do customers make buying choices, the influencing factors and how they link to customer's previous experiences
- Identifying the different customers and their expectations
  - Who is the customer - internal and external customers
  - Identification of customer expectations
  - Rank their own/organisation's performance against those expectations
- What leads to frustration or anger for customers?
  - Stepping into the customers' shoes
- Identification of “moments of truth”
  - Explanation of moments of truth
  - Identification of these for you and/or your organisation
  - How can these be improved
- Examine how Communication can be used to improve customer experience
  - Rapport and empathy
  - Listening skills
  - The behaviour cycle
- Creating a personal customer service action plan
  - Delegates will identify ways in which they can personally improve the customer's experience
  - Completion of individual action plan to include:
    - Specific actions to improve the customer's experience
    - Identification of any skills gaps
    - Identification of any barriers and how they can be overcome

### Duration

One day