



# Eat the Elephant

## 'Helping people achieve the objective'

### Essential People Development skills

## Customer Service Excellence

### Who is it for ?

All 'front line' staff who interact with internal and/or external customers.

### What is it about and what will it do ?

- Understand why good customer service is important to you and your organisation
- Distinguish clearly between good and bad customer service
- Learn and apply positive techniques for dealing with awkward or demanding customers
- Ensure that what you do is consistent
- Understand the role of team members in providing good customer service
- Learn how to provide good customer service whilst promoting and selling your organisation and its products and services.

### Indicative Outline Content

- **Why customer service is important – who and what are customers**
- **Dealing with customers face to face and on the telephone**
- **Customer 'cares' and customer 'scares' – meeting customer expectations**
- **Positive complaint handling, and managing the difficult situations**
- **Following and understanding standards of services**
- **Managing relationships – communication excellence**
- **Selling skills and product knowledge**
- **Commitment to action**

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