

A Great Customer Service Provider

Learning outcomes:

- Identify different leadership styles that impact customer service
- Discover the behaviours of employees delivering great customer service
- Outline the key fundamentals of a great customer service provider

What you will need:

- Handout 3 – Leadership and Management Styles
- 'Fruit Salad' cards

Content and suggested timings:

Organisational culture: the role of vision and strategy	5 mins
Leadership and management styles	20 mins
Essential employee behaviours	35 mins
Total duration:	60 mins

Organisational culture: the role of vision and strategy

If you have not already done so, take this opportunity to hand out, or remind delegates of your organisational strategy/vision around customer service.

Ask delegates what happens to customer service standards if there is no strategy.

Remind delegates that a vision or strategy does not have to be written down. It can instead be simply a set of standards or goals that are widely and clearly understood.

Encourage a short group discussion of any businesses where there is no clear strategy or vision, so standards of customer service are unpredictable and staff are unclear about what level of service to provide or how to provide it.

If delegates are struggling to come up with ideas get them to think about a local market. The market traders are all doing a very similar role, just selling different things but do some stall holders look disinterested, whilst others are at times really pushy about getting you to look at their goods? Do some stall holders look at you as they serve you or do others just take your money and move onto the next customer? Do some stall holders only engage well with those people they already know and effectively ignore any newcomers? In most marketplaces there are no standards of customer



service and this results in a very different customer experience from one stall to the next.

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