

## Introduction to Great Customer Service

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### Learning outcomes:

Discuss what customer service is and how a customer service culture is formed

Indicate expectations of customers

Identify why good customer service is critical for business success

### What you will need:

- Handout 1 - A great customer service culture
- Handout 2 - What do our customers expect?
- A4 Paper and coloured markers

### Content and suggested timings:

What does a customer service culture look like?	10 mins
What do our customers expect?	15 mins
What do our international customers expect?	5 mins
Why is great customer service important?	20 mins
How do we recognise when we have got it right?	10 mins

**Total duration:** **60 mins**

Note: an additional 15 mins to go through the pre-course work

## What does a customer service culture look like?

Why not introduce this module and this session by asking your delegates to think about and answer the following:

If someone enters your shop, your lobby, your reception area, your car park or your lift looking lost, uncertain, out of place or unsure, what happens?

Does everyone rush around them, ignore them, walk past them, stare at them, question their right to be in your place of work? Or instead, will every single person who sees them, check that they are okay, ask them if they can show them the way, ask what they can do to help? Perhaps one person might see if they are okay, but pretty much everyone else will ignore them. What actually happens in your workplace?

When every single person considers it their responsibility to go out of their way to ensure that the lost, uncertain looking visitor is okay and knows where to go, where to

look etc. then you can be sure that what you are in is an organisation with a really strong customer service culture.

In a strong customer service culture everyone in the organisation takes responsibility for others, thinks about others, is aware of the needs of others, understands why valuing customers is important for the business, accepts that delivering great customer service often takes time and that time away from normal duties is not wasted time, but valued customer care time.



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