

New Generation Customer Service

Learning outcomes:

- Recognise how the ways of delivering customer service are expanding
- Discover the role of the internet, digital communications and social media within customer service to understand its opportunities and/or challenges and how protocols can be put into practice within an organisation

What you will need:

Handout 29 – New generation customer service

Content and suggested timings:

Introduction	10 mins
New generation customer service exercise one	20 mins
New generation customer service exercise two	45 mins

Total duration: 75 mins

Note: If this is an important topic for you the two exercises can very easily be extended to allow for more in-depth discussion. In which case, you should allow at least an extra 30 minutes.

Trainer note: If delegates are not social media savvy and might struggle to come up with any ideas, why not invite two or three of your younger generation staff (or otherwise members of staff who are known to be social media savvy) to attend this module in order to support understanding and awareness (this is sometimes called upwards mentoring!). You could even ask a member of your marketing team to co-present this module.

Introduction

In the world we live in, customer service is not as straightforward as just having conversations with our customers face to face or by phone. Nowadays customer service expectations are enormous and all encompassing. When it takes just 15 seconds for someone to whip out a phone, video your staff chatting whilst a long queue of customers waits patiently and upload the clip on to a social media site, then you know it is time to be all encompassing when thinking about customer service.

A short story to relate to your delegates: It was widely reported that a traveller on a train in the UK went to use the bathroom only to find that it had run out of toilet paper. In frustration and irritation, he tweeted the name of the rail operator and the details of the train he was on to let the world know how fed up he was.

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