



CUSTOMER SERVICE FOR CUSTOMER FACING STAFF

Our ***Customer Service for Customer Facing Staff*** Course is the perfect fit for Doctors and Clinicians front office team looking to develop their customer interaction skills.

With ever growing competition, it's important to stand out for all the right reasons and if you truly want to distinguish a real difference between you and your competitors, developing your team to deliver outstanding customer service is an excellent starting point.

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

- ▶ Outline the principles of delivering good customer service
- ▶ Demonstrate an understanding of how to create a great first impression
- ▶ Describe the skills required to communicate effectively
- ▶ Identify ways to deal with difficult people
- ▶ Devise a service recovery plan
- ▶ Create a five step plan for going the extra mile



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9am: Registration

9.30am: Welcome, housekeeping, course objectives and an interactive warm up session including a review of pre course work

Principles of delivering good/excellent customer service

- ▶ Defining customer service
- ▶ What do customer's expect?
- ▶ What is good and bad customer service?
- ▶ What are the benefits of providing good customer service?
- ▶ How do you make a good first impression?

Morning Break (15 mins)

Communication, Communication, Communication!

- ▶ What is communication?
- ▶ Review the different ways in which we communicate
- ▶ How can we become effective communicators?
- ▶ What are the barriers to communicating effectively?

Lunch break (45 mins - 1 hour)

Dealing with difficult people

- ▶ Emotional responses to challenging behaviour
- ▶ What are the different types of behaviour we see and demonstrate?
- ▶ Role play activity

Afternoon break (15 mins)



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Making good of the bad experiences

- ▶ What does it take to turn a bad customer experience around?
- ▶ Having a recovery plan to minimize bad experiences
- ▶ 5 steps to going the extra mile – customer service excellence

Summary, review objectives, Q&A, course reflection and certificates
Close 16:30 - 17:00