

Duration: 1 hour

Course level: Introductory

Delivery method: Online

Introduction

According to a survey by Investors in People, 97% of organisations said that the ability and attitude of staff has a significant impact on customer service.

Well-trained, knowledgeable and confident staff can improve customer service, leading to increased sales and customer referrals.

Caring for Your Customers is a basic course which introduces employees to the techniques and skills required to build confidence and provide good customer service. It includes tips for building positive relationships with customers and understanding their needs. With the practical guidance provided, customer expectations can be identified, met and even exceeded.

Who is the course for?

This course is for people who deal directly with customers but have not had any formal customer service training. It is also suitable for those with limited work experience. The course is aimed at businesses of all sizes in any sector.

Caring for your Customers will develop practical skills to help employees exceed customer expectations. People who are looking for a deeper understanding of the concepts behind customer care may find **Understanding Customers** more useful. Those who are interested in learning more about satisfying customer needs may prefer **Putting Customers First**.

No prior knowledge or experience is needed and there are no formal entry requirements.

What will you get from this course?

When you have completed this course, you will be able to:

- greet customers effectively, both face-to-face and on the telephone
- use appropriate body language when dealing with customers.

Course features

The course uses on-screen text, audio and practical examples to guide you through the subject, At the end of the course you can check your new skills and knowledge by completing a multiple choice test. This can be repeated as many times as you like, helping to reinforce what you've learnt through the course.

You can start this course straight away and use it at any time, as long as you have access to a computer with an internet connection. The course is available for six months from the date first accessed.

Other courses you might be interested in

Steps to Success – Professional
Customer Service Skills
Steps To Success – Professional
Sales Skills

The Apprentice – Selling, Pitching
and Presenting

Course code: 103081BT002

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