

Duration: 1 hour

Course level: Introductory

Delivery method: Online

Introduction

Delivering customer satisfaction is as important as maintaining a good reputation and offering a quality service or product.

A survey by the Federation of Small Businesses found that 56% of businesses identified customer service as one of the strengths that gave them a competitive edge.

Putting Customers First will improve employees' practical customer service skills. The course includes techniques for understanding and satisfying the needs of customers. It will help staff to develop the skills to create a positive impression at every opportunity, increasing customer satisfaction and loyalty.

Who is the course for?

This course is for people who deal directly with customers in their day-to-day activities, but who have not had any formal training in customer service. It is aimed at businesses of all sizes in any sector.

Putting Customers First will develop practical skills to satisfy customer needs. **Caring for your Customers** is a similar course that focuses on how to exceed customer expectations. People who are looking for a deeper understanding of the concepts behind customer care will find **Understanding Customers** useful.

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:

- explain the importance of effective customer service
- state the benefits of good customer service for the customer, you and the organisation
- define the importance of 'Moments of Truth'
- identify stated and unstated needs
- ensure your actions satisfy the customer's needs
- explain what customer satisfaction means.

Course features

You can start the 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.

Putting Customers First uses on-screen text, optional voiceover and images to illustrate its main points. As you work through the course you'll be presented with examples and simple exercises to guide you through the basics of the subject and check your learning. After each exercise you are given immediate feedback.

At the end of the course, you can check your knowledge and understanding by completing a multiple choice test, which you can take as many times as you want.

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: 103081BT001

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