

Duration: 3 hours

Course level: Introductory

Delivery method: Online

Introduction

Valuing customers, well-handled enquiries and competent staff are all key factors in customer satisfaction.

Identifying customers' needs and expectations will enable your team to deliver a quality service, creating a positive image of the business and increasing customer loyalty.

Understanding Customers introduces the concepts essential to delivering good customer service. This customer-focused attitude will help your business create better relationships with its customers.

Who is the course for?

This course is for people who are likely to become line managers. It is also suitable for those who are already in post, but have had little or no formal training and limited work experience.

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

Understanding Customers is aimed at businesses in all sectors and will help people develop knowledge of the concepts underpinning good customer service. **Caring for your Customers** is a similar course that focuses on how to exceed customer expectations. Those who are interested in learning more about satisfying customer needs may prefer **Putting Customers First**.

What will you get from this course?

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

- explain who your customers are
- understand how you can develop a better understanding of their needs
- develop a more customer-focused attitude, both within yourself and your team
- apply techniques to build and maintain effective customer relationships.

Course features

Understanding Customers will give you a theoretical introduction to understanding and analysing business information.

The course consists of a series of case studies, and simple exercises such as multiple choice and true or false questions. After each exercise you'll be given feedback on how you've done.

An audio soundtrack delivers most of the content, with simple graphics and on-screen text summarising the key points.

You can print a transcript of each screen's audio component for future reference. The course also includes a glossary of business terms, an alphabetical list of business "thought leaders", and a resources section featuring links to useful online business resources.

You can start this online course straight away and work on it at any time, provided 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: 100594BT006

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