

Effective customer communication

Overview

This 1-day course is designed to help you communicate effectively with your customers. The course will focus on listening with empathy, managing customers' expectations and ending communication effectively. You will be introduced to simple, yet effective tools for communicating effectively and will be given opportunity to practise using these tools.

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

- Identify customer needs
- Convince customers you have listened
- Respond to criticism without resorting to counter-criticism
- Ask relevant questions appropriately
- Know how and when to end a conversation
- Know how to manage customers' expectations

Content

- **Identifying customer needs**
 - ◆ What do customers want?
 - ◆ How do customers measure satisfaction?
- **Listening with empathy**
- **Gathering the facts**
 - ◆ Questioning techniques
 - ◆ Recording the information
- **Being assertive**
- **Managing customers' expectations**
 - ◆ When it will take longer than they think
 - ◆ When they can't have what they want
- **Ending the conversation**
 - ◆ Leaving the customer with a good impression
 - ◆ Making sure everyone knows what happens next
 - ◆ Follow-up communication