



Course Title:	Customer Service Excellence
Course Ref:	G370518
Course Duration	2 days (2 x 5 hr. Workshops)
Course Date:	Tuesday May 22 nd & 29 th
Location:	Galway city (venue tbc)
Course Overview and Objectives:	<p><i>Workshop Overview:</i> Significant competitive advantage and increased business is gained through customer's positive experiences. Understanding and providing superior customer service/customer experiences ensures a win for all stakeholders.</p> <p>This workshop focuses on providing understanding, skills and tactics to achieve and maintain excellent customer service standards. The methodology of making this a two-part Workshop ensures complete understanding and implementation of learning and skills. It allows for a review of workbooks and challenges/goals/ targets set in the first workshop to be followed up with in the second workshop. It also allows participants to have any challenging areas further explored in their second Workshop.</p> <p><i>Workshop Objective:</i> To ensure a clear, comprehensive understanding of what quality service means and how to deliver consistent Excellent Customer Experiences that retain and attract customers and creates brand loyalty.</p> <p>Identify any issues and/or barriers to delivering excellent customer service. Increase employee engagement, understanding, motivation, confidence and skills. Reinforce value of delivering excellent customer experiences. Accelerate growth and opportunities through delivery of higher standards of customer service/customer experience.</p> <p><i>Workshop Outcome:</i> At the conclusion of this two part workshop participants will be able to:</p> <ul style="list-style-type: none"> • Define quality service. • Understand what is expected and how to deliver a higher level and consistency of service. • Become active brand ambassadors and advocates. • Participate in a team-enhanced culture with improved attitude and performance.

	<ul style="list-style-type: none"> • Understand how an individual's behaviour impacts the behaviour of others. • Communicate more effectively and assertively. • Improve teamwork. • Improve Customer Experiences.
Course Content (summary)	<ul style="list-style-type: none"> ➤ Defining Customer Service the need for Excellent Customer Experiences. ➤ Internal & External Customers – Understanding the similarities & differences. ➤ Expected Standards & Key Components of Customer Service (Empathy, Expertise, Professionalism, Communication, Appreciation). ➤ First and last impressions. ➤ Back to Basics. Improve spatial awareness & confidence. ➤ Importance of customer retention. ➤ Improve Skills to deal with daily challenges & upgrading of service standards. ➤ Effective Communication Skills. ➤ Creating Excellent Customer Experiences – Being Customer-Focused. ➤ Steps For Achieving Superior Quality of Service ➤ Creating a Strong Team.
Participant requirements	<p>Participants need, at a minimum, to have a basic level of English (both verbal and written skills).</p> <p>Requires working in or desire to work in a Customer Service capacity – Hospitality, Retail, Hairdressing or Service sector.</p> <p>Business owners who want to improve their Customer's Experiences and their business's bottom line.</p>
Certification Details (if applicable)	Certificate of Participation awarded.
Programme Cost per person	€125 p.p. – GES Members (€165 p.p. – non-members)
Booking Details:	Please email info@galwayexecutiveskillnet.com confirming no. of places, course reference no. and your P.O. if applicable