



Excellent customer experience

Course Aim

To learn how to engage with customers and create an individual customer experience for them that will ensure they stay loyal to your business and return again and again. This course will help you increase sales and profits at low cost.

Topics Covered

Find out the difference between customer service and customer care and know what to do in the context of your own business to improve both these areas. Learn how to identify every customer's expectations of your business from their first contact with you right through to the purchase of your goods or services - and beyond! Then learn how to deliver excellent customer service and care.

Key Learning

- How to create excellent customer experience
- Understanding your customers
- What is customer service?
- What is customer care?
- How do I increase turnover and profits?

Course Objectives

- Understand the key elements of excellent customer experience
- Learn new, powerful, communication strategies for building rapport
- Know how to instil customer loyalty
- Identify every customer contact point
- Plan improvements in customer experience at every contact point

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