



## Delivering Customer Excellence

**A L C H E M Y**

INTERPERSONAL SKILLS AT WORK

<b>Overview</b>	<p>Every frustrated customer tells up to 20 other potential customers of their experience, while every happy customer only tells on average only 8 others. Customers know the power they wield and customer service has become the main means of differentiation.</p> <p>This practical workshop is aimed at encouraging everyone in the organisation to take ownership of the relationship and transaction, in order to ensure customer delight wherever and whenever possible.</p>
<b>Aimed at</b>	Anyone involved directly or indirectly with customers (internal and external customer facing roles).
<b>Benefits of Attending</b>	<p>After attending this workshop, you will be able to:</p> <ul style="list-style-type: none"><li>• Differentiate between material and personal service</li><li>• Handle disgruntled customers using a tried and tested 5-step model</li><li>• Understand your behavioural style and how to flex that style to accommodate other styles</li><li>• See the need for congruent messages in face to face communication</li></ul>
<b>Topics Covered</b>	<ul style="list-style-type: none"><li>• Who is your customer?</li><li>• Communication is the key</li><li>• Understanding behavioural styles</li><li>• Managing the relationship</li><li>• Managing the transaction</li><li>• Handling complaints</li></ul>
<b>Duration</b>	1 & 2 days
<b>Group Size</b>	16 Participants
<b>Our Ref.</b>	DCECusC02
<b>To Book</b>	<b>Call us on: 01865 811148</b> <b>e-mail us at: <a href="mailto:info@alchemytraininguk.com">info@alchemytraininguk.com</a></b>