



# Building a Customer Service Strategy Training Course

# About This Course

## Building a Customer Service Strategy Training Course



**Do you want to embed a customer service culture in your business and have a clear strategy to deliver it?**

Our Building a Customer Service Strategy Training Course will provide your organisation with the skills and approaches needed to develop and embed a customer service strategy that delivers. The course will help you to understand why having a customer service strategy is vital to business success, examine how you currently do things and how to build your strategy and engage everyone in it.

This Building a Customer Service Strategy Training Course is delivered in-house just for your business.

We deliver the course as a face to face course and a live virtual online course.

# The Course Aim & Objectives

Here's what you will learn on our Building a Customer Service Strategy course



## Course Aim

This Building a Customer Service Strategy Training Course provides the skills and approaches to put together a customer service strategy that delivers and how to engage those in the organisation who will need to deliver it.

## Course Objectives

Those who attend this Building a Customer Service Strategy Training Course will:

- Know how to develop a culture where exceptional customer service is at its core
- Be able to define service standards and communicate these to the business
- Know how to develop a customer service strategy document
- Know how to engage people in the strategy and motivate people to achieve the standards
- Be able to monitor the progress made and maintain service standards

# The Course Content

Here's what we cover in our Building a Customer Service Strategy course



## Current Customer Perceptions

- What customers currently think of the business?
- How to find out what customers currently think?
- Building brand awareness

## The Vision

- How do you want customers to describe your brand/business?
- What does exceptional customer service look like in your industry/business?
- What are your competitors doing?
- Identifying the gap between current reality and the vision

## What Makes Customers Loyal

- Customer psychology
- What drives loyalty and motivation?
- How do people choose who to buy from?

## Building the Strategy

- Developing objectives to achieve the vision
- Identifying quick wins and longer-term goals and objectives
- Planning how to achieve the objectives (the steps and actions)
- Documenting the plan in a way that is easily communicated
- Planning how to communicate to gain maximum engagement and make people feel excited about the plan

## Pre-empting Resistance and Challenges

- Identifying what the challenges to the strategy might be
- Answering the challenges
- Developing support mechanisms for those who worry about the courses of action

## Setting and Measuring Organisational Goals

- Breaking the strategy down into departmental and team goals and objectives
- Ensuring everyone understands the bigger picture
- Keeping things on track and how to deal with the things that go wrong
- Measuring the progress and communicating the results

# Delivery Options

How we deliver our Building a Customer Service Strategy course



## In-House

**Delivered at your business location or a location of your choice anywhere in the UK, Ireland, across Europe or online.**

We can adapt the course content to meet your specific needs and those of your team.

Contact us for a quote.

# In-House Delivery

Train your team. Train your entire company



We can deliver our **Building a Customer Service Strategy** training course just for your team or organisation.

1

## **Start with an off-the shelf course**

We'll use the content in the overview as a starting point

2

## **Understanding your needs**

We'll work with you to agree what outcomes you want from the course

3

## **Making it yours**

We will shape the content to ensure the course meets your requirements

4

## **Delivering the skills**

We then deliver the course that we've agreed either in-person or online

## **Make it even more bespoke**

We can completely redesign the course to meet your needs. Just tell us what you need, and we can put a no obligation proposal together for you.

# Online Training Course

Fun, engaging and interactive – delivered online



**Our Building a Customer Service Strategy training course can be delivered as a virtual online course.**



**The same great content reimagined for the online environment.**

- ✓ We can use the platform you are most comfortable with, for example Zoom, Teams, Webex etc
- ✓ Re-designed sessions to allow for interactivity and engagement in the online environment
- ✓ The same fun, engaging and down to earth approach
- ✓ Join your course from anywhere

# About Us

Here's a bit about us and what we do



## We are Revolution Learning and Development

**We are a leading learning and development consultancy based in the UK. We provide our services across the UK, Ireland and Europe.**

- ✓ We deliver fun, engaging and down to earth training courses in-person and online
- ✓ Over 20 years of training experience
- ✓ Incredibly cost effective and a real focus on return on investment
- ✓ 92% of our clients rebook us for further training and development
- ✓ Flexible training and development solutions



# Let's Talk

We're here to help



If you have any questions about our **Building a Customer Service Strategy** course or would like a quote for an in-house course, then just get in touch.

## Call Us:

**UK: 03333 444575**

**ROI: 015549779**

## Email Us:

**hello@revolutionlearning.com**

## Visit Us:

**UK: <https://www.revolutionlearning.co.uk>**

**ROI: <https://www.revolutionlearning.ie>**

**EU: <https://www.revolutionlearning.com>**