



Building a Customer Service Strategy

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 it then most importantly engage everyone in it. Once embedded, we also investigate how to measure and maintain the standards it sets out.

Course Aims

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

By the end of the session, attendees 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

Course Content

- Current Customer Perceptions
- The vision
- What makes customers loyal
- Developing and communicating the strategy
- Pre-empting resistance and challenges to the strategy
- Set and measure organisational customer service goals

Price

Delivered as an in-house course only. Please contact us for costs.

Session Breakdown

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 terms 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

Course Information

This is a **one day** training event that Revolution Learning and Development deliver as an in-house course anywhere in the UK

We can make this more bespoke to your needs.

The cost of our open courses includes the learning materials, refreshments during the day and lunch.

To discuss your individual needs, email contact@revolutionlearning.net or call us on 03333 444 575.

Booking terms and conditions are available on our website.