

How to Improve Your Customer Satisfaction

Workshop Objectives

At the end of this session you will be able to:

- Explain why it is important to keep your business focussed on customers' needs and check that your business is meeting these needs.
- Describe how customer experience is influenced by the service you deliver and how to take action to improve customer service.
- Identify what information can be obtained from customers and how to make the best use of it.
- Explain customer care requirements to staff and the importance of training, monitoring and appraising, and how to improve your service to customers and the costs and benefits of an improved service.

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Workshop Objectives (cont)

At the end of this session you will be able to:

- Explain how it is important to communicate clearly with customers
- Explain how to deal with complaints and handle angry customers.
- Answer the question “Is the customer always right?”
- Identify ways that you can use to set standards and help generate customer satisfaction.
- Explain how technology helps in maintaining customer service.
- Detail what customers rights are and how these rights limit what you are able to do for customers, explain the various aspects of legislation, standards and codes of practice that affect the delivery of your products and services.