

# CUSTOMER SERVICE TO WIN THEIR HEARTS

## A Customer Service Training Program for Your Staff

The Red Zebra Business Centre will present a training program to give your staff a new insight, and new skills, to enhance the Customer Service Experience for your customers and clients.

### When will it run?

- Training programs are one full day long
- They usually run at weekends
- No! We cannot run these programs over several evenings
- Yes! We can run these programs in a business day, if you have enough staff cover to keep the business running without them
- Yes! We can run the program in two tranches of half the staff at a time.

### What elements are in the training routines?

- Adult learning techniques require participation
- Participation is most effective in small groups
- Staff members will share their customer service encounters with others in their group
- These experiences form the foundation of the new techniques they will learn
- New learning is consolidated by reference to the workbook provided

### How much does it cost?

- Each program is priced at \$80 per participant
- Minimum number (fewer may attend) for pricing purposes is six
- Maximum number per program is 15 people, and
- Limits per session are negotiable in difficult situations
- **Special small scale programs** are available for less than five employees - contact for details

### What's the 'take-out' for my staff?

- A 'customer view' of the business
- Able to identify customer concerns
- Good at handling difficult situations
- Can explore 'hidden' customer needs
- Seeks out what will give the greatest customer satisfaction
- Certificate of Proficiency in delivering good Customer Service

### Who should attend?

- All staff have customer contact, some perhaps only with 'internal' customers
- Customer service is not provided only by the people in the front line
- It is a 'whole of company' attitude that creates really first class customer service,
- So, every one needs to attend
- **Even the owner and 'top gun'**
- Otherwise, the whole project is depreciated!

### You're in Victoria, Australia. What about other locations?

- We have run training programs in many different locations
- Let's see what the location issues are
- We can make arrangements to help, wherever you are

### How to arrange a program?

- Contact Max Williams
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