The Customer Care Pack
– Activity Summary –

1. **Introducing Customer Care**
   Introduce the Customer Care initiative and gain the maximum support by drawing on the participants' own personal experiences as customers.

2. **What is Our Policy on Customer Care?**
   Find out what your participants understand the company's policy on Customer Care to be, and identify any aspects that could be improved.

3. **Features and Benefits**
   Help participants take a fresh look at the products of services they provide and reveal the wealth of opportunities that exist to improve customer satisfaction.

4. **Power to Your People**
   Identify what stops people from giving good Customer Care and what helps them to be more responsive to customers.

5. **Coaching Skills**
   Ensure that everyone who manages somebody else understands the importance of their role as coach and has practiced the key skills in a role play situation.

6. **Cherish Your Front Line Staff**
   Help the participants discover the real worth of their people and encourage them to adopt a more positive, caring approach.

7. **Measuring Customer Satisfaction**
   Develop effective and meaningful techniques to measure customer satisfaction with your products or services.

8. **Set the Standards**
   Explore the need for customer-supplier agreements, and the importance of setting standards.

9. **Building Rapport**
   Building rapport is the first vital step in establishing a relationship with a customer or colleague. This module introduces participants to the techniques they can apply to be sure of success.

10. **Same Words… Different Meaning**
    Introduce participants to the power of non-verbal communication and how it can be used when solving customer's problems.

11. **Ask the Right Questions**
    Introduce the different types of questions that can be used and that are most effective when dealing with customers.

12. **Listen**
    Show how difficult effective listening is and introduce the skills of a good listener.

13. **Checking for Understanding**
    Stress the vital importance of checking for understanding a the final stage in any communication process and the vital role it has to play in a Customer Care program.

14. **Solving Customers' Problems**
    Introduce participants to four key steps they can use to solve customers' problems.

15. **Effective Telephone Skills**
    Ensure that everyone understands the vital importance of good Customer Care when speaking with customers on the telephone.

16. **Writing to Customers**

    Ensure that everyone understands how the principles of good Customer Care can be applied in written communication with customers.

17. **Dealing With Difficult Situations**

    Explore how to handle difficult situations and provide an opportunity to practice using skills in a role play exercise.

18. **Assert Yourself**

    Enable participants to recognize aggressive, submissive and assertive behaviour and their relevance to a Customer Care program. Help participants become more assertive.

19. **Handling Customer Complaints**

    Introduce the positive aspects of customer complaints and the skills that can be used with great effect when dealing with complaining customers.

20. **Plan to Succeed**

    Introduce participants to a simple technique that will help them to anticipate and prevent the problems that will almost certainly occur with their products or services.