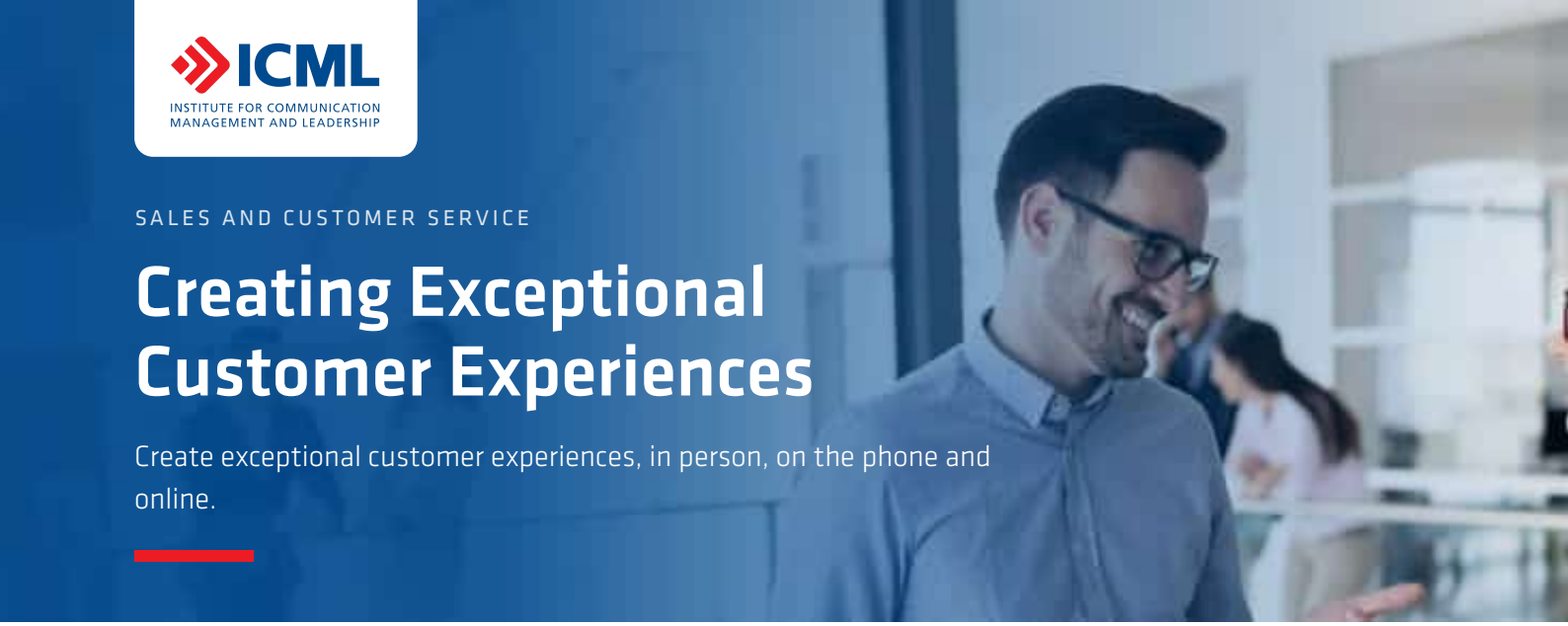
ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP



SALES AND CUSTOMER SERVICE

Creating Exceptional Customer Experiences

Create exceptional customer experiences, in person, on the phone and online.

WHO IT'S FOR

Frontline and customer-facing staff who deal with customers every day.

DURATION

1 day, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Make a strong first impression, face to face or on the phone
- Recognise what outstanding service looks like to customers
- Listen and respond in ways that make customers feel heard
- Build customer relationships that bring people back
- Handle difficult situations and tough customers with calm
- Write clear, friendly emails and messages that serve the customer

ABOUT THIS PROGRAM

Our customer service training programs give frontline teams the skills to make every contact count. Customers remember how an interaction felt: whether they were greeted warmly, listened to, helped and kept informed. Participants learn what outstanding service looks like, make strong first impressions, use advanced listening and responding techniques and handle difficult moments while keeping the relationship intact, whether the contact is face to face, on the phone or in writing.

Tailored to your organisation

We build in your customers, your channels, your service standards and the language your people use, so the learning fits how your organisation serves its customers.

> "Suzanne's delivery of what can be confronting topics was exceptional, made everyone feel comfortable and safe and we walked away with tools to improve our communication.
>
> Hinternoosa – Sirah

Talk to us about this program

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Enquire online