



**ZING365**  
Learning without limits

# MAINTAINING RELATIONSHIPS & CUSTOMER SERVICE

## WHAT WE WILL COVER

- What is meant by the term “Customer Service”?
- Why is it important to organisations to maintain customer relationships and improve customer service?
- What skills are required to be effective?
- Settings and managing expectations with customers
- Spotting opportunities to go above and beyond as well as improve levels of satisfaction
- Communicating with customers and making an impact
- Creating a lasting positive impact to improve feedback and referrals
- Articulating your purpose and brand values/promise



PART OF THE DWF GROUP

## SUMMARY

Customer Service is about providing an efficient, effective and engaging level of service that surpasses expectations where possible and supports them in their queries/questions.

It has been found that UK Businesses lose £37 Billion per year due to poor customer service, and there is plenty of evidence to show that customers value a product more when accompanied by positive customer experience.

This training will look at the fundamentals of customer service, work on building/enhancing your skills to achieve and improve customer loyalty, satisfaction as well as deepening cementing a long term relationship.

## OBJECTIVES

**By the end of this course you will;**



Understand the pillars and principles of customer service



Know how to better provide exceptional service and mitigate against customer complaints



Learn how to manage and maintain customer relationships whilst delivering on expectations