

## Providing Excellence in Customer Care

This workshop is designed to create an awareness of the strengths of a customer-focused organization. It will focus on creating positive memorable events for customers --- both internal and external. The fundamentals of Tom Peter's book, "In Search of Excellence" will be used to create successful responses to common customer complaints.

Through group discussion and individual assignments, participants will learn how to deal with customers using less time, yet developing strong, positive relationships.

*The workshop objectives are designed to help participants:*

- Learn the difference between internal and external customers
- Understand what upset customers want most
- Learn a human / business model for interaction
- Practice techniques for defusing angry customers
- Use recovery techniques when something goes wrong
- Identify words that hinder the resolution process
- Explore ways of gaining customer support

