



# Professional Personal Development Training

**Free Choices**

## Customer Relationship

The customer experience can be hugely improved by adopting a focused approach in conveying relevant information, keeping things simple, following clear procedures and good practice, providing practical solutions, utilising targeted training and above all possessing a genuine commitment to providing the best possible service for customers. Meeting customer demands and needs presents an essential part in gaining, the edge in competitive markets and in the promotion of sustainable business growth and survival.

### Programme Brief

The Free Choices C.O.M.M.U.N.I.C.A.T.E approach, is used to build lasting and rewarding Customer Relationships, provides your people and organisation with valuable and highly effective key knowledge, skills , as well as effective strategies for developing a winning ethos and excellent customer experience

### This Approach Covers Eleven Key Areas

- C** onstant & speedy flow of information: This is essential and above all the most important process in managing situations, particularly when something has gone wrong
- O** rganised business processes ensuring that all relevant parties involved are fully aware of established policies and procedures. This reduces the chance of confusion and errors and facilitates a faster and smoother response to customer needs
- M** otivated and engaged staff are more productive, willing to go above and beyond and deliver a more positive customer interaction
- M** atching needs with appropriate services demonstrates, that you have analysed the customers' demands and experience and are able to implement responses, which quickly satisfy the customer's request

**U**nderstanding your customer's expectations and responding promptly and appropriately

**N**avigation of your resources and services are necessary, in order to maintain direction and respond successfully to demands

**I**dentification of clear roles and responsibilities ensuring competent, faster and effective delivery of services

**C**alm & Courteous manner conveys a professional approach and promotes a sense of control, which engages and puts customers at ease

**A**ccess modes to your services allows for maximum connection with your customers

**T**rained and competent people are essential, in order to deal professionally and successfully with demanding situations

**E**mpathy is an important part of how you express a genuine understanding and interest in the experience and welfare of your people and customers

### ***C.O.M.M.U.N.I.C.A.T.E and you earn your customer's respect and loyalty***

Our team of highly experienced and professional international trainers deliver programmes and targeted coaching for individuals, teams and global businesses. We will clearly analyse your requirements and goals. Your programme will be constructed incorporating relevant aspects of our highly effective Customer Relationship COMMUNICATION Factors Approach

### **IF YOU WANT TO ESTABLISH WAYS TO:**

- ✓ Deliver nothing less than an excellent customer experience
- ✓ Build trust & loyalty with your people and customer relationships
- ✓ Establish strong and lasting customer relationships
- ✓ Improve performance and productivity
- ✓ Promote highly motivated and engaged staff
- ✓ Enhance your people's potential and retain talent

**Then the Free Choices Customer Relationship Training is the one for your organisation**

**Contact us to find out more**