

Engaging Effectively with Customers

Customer service can often be thought of as a reactive task: dealing with queries and complaints when they arise. Engaging effectively with customers is just as much about understanding, identifying and anticipating their needs and ensuring that their overall experience is as positive as possible.

That experience is at the heart of the ‘customer journey’ that we hear so much about. If you are in a customer-facing role, it’s important to consider the part you play in that journey. This can entail anything from identifying the needs of customer groups and dealing with customer queries through to supporting customers with up-to-date information and providing technical guidance.

Description

This topic will introduce you to a range of skills which can be used to deal with different customer groups and situations, showing you how to take appropriate action. You’ll also learn how to use customer feedback to help improve the services we offer.

This topic should be of interest if you have just started in a customer-facing role or are in need of a quick knowledge refresh. It may also be applicable if you’re in a department which now requires all staff to become more customer-focused or if you’ve taken on management responsibility for a customer-facing team.

What does it involve?

This topic begins with a 15-minute questionnaire to assess your strengths and weaknesses in this area. You will then move on to a 3.5 hour workshop, focused on identifying who your customer is and

what their needs are. You’ll be introduced to the core skills and capabilities for building customer relationships. Finally, you will conclude with an online activity on identifying customer types and tailoring communications accordingly.

What’s the outcome?

After completing this topic, you will be able to apply the latest customer service principles, helping you to resolve customer service issues and support your customer throughout their journey.

Improved customer satisfaction ratings, coupled with fewer customer complaints, should demonstrate that the Civil Service is delivering excellent customer service. Fewer complaints will also benefit the organisation financially while improved ratings will confirm that the Civil Service is serious about delivering a top-class customer experience.

Learning activities



Online
resources



Workshop



Self
assessment

Delivery method:

F2F

VLE

Estimated learning time:
5 hours

How to book

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