

# Going the extra mile for your customer

Understanding the best techniques for communicating and liaising with our customers is hugely important, but so too is the establishment of a customer-focused mindset which influences how we think and act at all times. That relentless focus translates into going the extra mile for customers and delivering an excellent service. Demonstrating a willingness to help the customer at all points in their customer journey is what helps transform good customer service into excellent customer service. At an individual level, that means improving your customer engagement and creating a supportive environment for customers.

## Description

This topic is aimed at people who have already learned the fundamentals of customer service. You may have already completed the [‘Introduction to delivering excellent customer service’](#) topic, for example.

During the learning activities, you will have the opportunity to further develop some of your existing customer handling skills. You will also spend time thinking about what excellent customer service looks like from the customer’s perspective and how you need to think and behave in order to deliver that service.

## What does it involve?

Two hours of learning activities are included in this topic, featuring a mix of two online tutorials, an animation, a short quiz and a reflective task. Throughout these, you’ll consider what you can do to deliver excellent customer service and how to demonstrate a willingness to support your customer. Afterwards, there will be an opportunity to create an action plan for taking what you’ve learned and applying it back in the workplace.

## What’s the outcome?

This topic should help you to improve the level of customer service and satisfaction which you provide; moving from good to excellent. Across the Civil Service, better customer service should lead to fewer complaints and improved satisfaction ratings.

However, this is also about learning to better understand your customer – what motivates them and what they’re looking for in terms of service. Being able to identify different customers’ needs should also allow you to identify ways in which your team can improve the service they offer.

## Learning activities



Online  
resources



Online  
tutorial



Action  
plan

**Estimated learning time:**  
2 hours

## How to book

[learn.civilservice.gov.uk](https://learn.civilservice.gov.uk)

**0203 640 7985**

[support@governmentcampus.co.uk](mailto:support@governmentcampus.co.uk)

**Price: Free**