

# Introduction to delivering excellent customer service

Receiving excellent customer service tends to leave a lasting impression, turning a good customer experience into a great one. That's why it is so important to understand the basics of providing excellent customer service.

Within the Civil Service, many of us might not think of ourselves as being in a formal customer service role. However, if we interact with users of public services, even on just an occasional basis, we should have an understanding of the fundamental principles of delivering excellent customer service.

## Description

As well as introducing you to those customer service fundamentals, this topic also encourages you to explore your own current approach to customer service. Once you've established that, you can then examine how it could be improved.

This makes it ideally suited for people who are new to a customer-facing role or who work with the public, but have not yet undertaken any formal training in the core customer service concepts. Alternatively, you may have recently taken on management responsibility for a customer-facing team or are simply in need of a quick knowledge refresh.

## What does it involve?

This topic begins with a short questionnaire to help you identify your strengths and weaknesses in this area. This will be followed by a series of online activities focused on identifying the needs of your customer,

emotional intelligence and treating diverse customers with respect. All of these activities are kept deliberately short to fit around your work schedule. The topic concludes with tasks on tailoring customer communications and improving customer service.

## What's the outcome?

This topic will demonstrate the positive impact that excellent customer engagement can have on your customers as well as the value it can create for the Civil Service as a whole.

You will be able to apply the latest customer service principles, helping you to resolve customer service issues and to support your customer throughout their customer journey. You'll also be ready to move on to other, related topics such as '[Going the extra mile for your customer](#)' and '[Engaging effectively with customers](#)'.

## Learning activities



Online  
resources



Online  
tutorial



Self  
assessment

**Estimated learning time:**  
1 hour 30 minutes

## 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