

Customer care workshop

CentreStage has a proven track record in delivering truly effective customer care development, using drama-based techniques to explore in depth what great customer care really looks like and how behaviours can make all the difference. Our one-day and half-day interactive customer care workshops combine live acted scenes performed by professional actors, plenary discussions, interactive exercises, theory input and forum theatre, making them extremely practical, memorable and fun.

Course content

Customer Care

- What do customers want?
- Causes of bad service
- How do you delight your customers?
- The first minute
- Creating the right image

Communication Skills

- Communication theory
- Questioning skills
- Active listening
- The power of body language
- Dealing with 'difficult' customer situations
- DESC Scripting

Internal Customer Care

- What is an internal customer?
- Why is it important?
- Benefits to external customers

Managing Stress

- Where does stress come from?
- The effects of stress
- Dealing with stress
- Relaxation techniques

Action Planning

- Where do we go from here?
- Construct a personal action plan

Objectives

At the end of one day you will be able to describe what customer care is and why it is essential to your business. You will be able to demonstrate a high level of listening and questioning skills and an ability to solve problems, deal with complaints, and handle aggression in a calm, positive way.

"Centrestage provided customer service workshops at the Royal College of Music in October 2007. It was the first time we had offered this kind of training to our staff, and it was a huge success. The workshops were enjoyed by staff at all levels in our organisation. They were well prepared, customised specifically to our needs, delivered through a variety of approaches and above, all, extremely amusing. Julian and Pippa created a comfortable, secure atmosphere, and managed to convey significant messages about good customer service without putting anyone on the spot. Hats off to CentreStage for their work. We will be booking them again very soon."

**Susan Sturrock, Director of
Communications, Royal College of Music**

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