



Training Workshops for Customer Care

Second Edition
Terry Gillen

June 2002
210 pages
978-0-566-08399-0

297 x 210 mm
A4 Looseleaf
£75.00



Since the successful launch of the first edition of this manual we have seen new customer care concepts such as Value Chain Management, Customer Relationship Management and Lifetime Value. IT in general, and the Internet in particular, has revolutionized the way suppliers and customers interact. Organizations now use digital systems for:

- managing calls;
- communicating with customers via e-mail and the Web;
- distinguishing between and developing relationships with different customers; and
- managing the supply chain to deliver their products or services.

Modern technology has given organizations access to new customers (in different parts of the world), and changed their expectations and perceptions of service. They have also given suppliers new ways of exceeding customer expectations - or of falling short of those expectations.

This manual provides ready-to-use workshops for training and developing your front-line customer care staff in the new ways of working and the new skills they will need to handle customers in the digital age.

Ongoing customer care training is best delivered 'little and often' and it's important to link the messages very closely with what your people encounter every day in their jobs. For these reasons, the longest workshop in this collection is two hours, and many of the sessions can be delivered in under an hour. Their presentation makes them suitable for use either by professional trainers and facilitators or by the customer service team leader.

The ways in which we deliver customer service have changed, but the fundamentals of good service have not. Terry Gillen's Training Workshops for Customer Care, Second Edition gives you everything you need to reinforce those fundamentals and develop the skills and behaviour appropriate for new ways of working with customers.

Contents

Introduction; Overview of the workshops; Index of the workshops. The significance of customer care; Customer care concepts; The financial benefits of customer care; What people really buy; The customer satisfaction matrix; Customer care dos and don'ts; Customer sensitivity levels; Moments of truth; Bidding for business; Face-to-face communication; Telephone communication; e-mail communication; Challenging customers; Value chain management; Customer relationship management; Leading customer care. Appendix: Glossary of terms.

About the Author

Terry Gillen is a consultant trainer and author experienced at presenting training material for use by other trainers. His work, used by trainers throughout the world, has been translated into a total of 16 languages. Alongside his work as consultant and author, Terry has worked as subject matter expert on a curricula of e-learning programmes, Prime Customer Care, based on his material and produced by PrimeLearning.com (www.primelearning.com).

www.gowerpublishing.com/isbn/9780566083990

GOWER

To order this book please visit www.gowerpublishing.com, or email orders@ashgate.com
A 10% discount applies to orders placed through www.gowerpublishing.com