

Customer Focus Workshops are designed for anyone in your organisation who has direct contact with customers, with an emphasis on not just meeting **customer needs** but **exceeding** them to a point of **customer delight**.

In fiercely competitive markets where products and services are similar, putting the customer first is a major strategy for building the business.

- How many times is this true in your organisation?
- How often do inter-departmental politics and differences get in the way?
- How can the manager ensure that good customer care will prevail?
- How can we all ensure great customer experiences throughout our organisation?
- What are the simple practical steps that lead to excellent service?

***If you are not serving a customer then you should be serving someone who is***

Customer Focus Workshops are geared to you, to your organisation, to the markets and sectors in which you operate and to the specific challenges that your people are experiencing.

Our approach is participative, practical and fully geared towards effective implementation of the learning in the workplace.

We do this by engaging delegates in development experiences that match their learning preferences and by encouraging employees to work in ways that support your business goals and strategic plan.

We plan for an event that takes the importance of the day's objectives seriously, and then identify a variety of innovative ways that staff might explore what these really mean.

These activities offer something a little different and will:

- ✓ Stimulate creativity which promotes growth
- ✓ Make challenges outside of normal working practices
- ✓ Offer opportunities to "think outside the box"
- ✓ Encourage people to work together in new ways
- ✓ Create huge amounts of energy during the day
- ✓ Promote the importance of fun and laughter at work
- ✓ Guarantee a memorable day for all!

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By the end of the programme delegates will:

- Recognise their purpose and potential for customer care within the company
- Understand the difference between meeting needs and exceeding them
- Examine the key areas that affect the delivery of excellent customer care
- Recognise the real customer satisfaction priorities of the business
- Learn how to start and keep the initiative going
- Have the ability to build rapport
- Identify barriers to great customer care and explore ways to overcome them
- Be able to empathise – ask “*how would I feel?*” and then act accordingly
- Take ownership for problems and issues
- Assess the risks of getting it wrong and act to minimise these
- Have the skills to deal with difficult people and situations
- Understand that first impressions are lasting impressions
- Define total quality with regard to customer care
- Plan for future successes with every customer
- Devise a dynamic action plan for immediate implementation in the workplace
- **...In short, they will become Customer Care Champions!**

***If your job is customer satisfaction, your real job title is Problem-Solver***

All of our development programmes are bespoke and designed in consultation with you and key stakeholders within your organisation. The format for Customer Focus is tailored to your specific requirements; however, as a suggestion and to give you a feel for how we work, we might offer a programme in the following formats:

#### **Pre Workshop Preparation**

We ask delegates to consider some of the customer care issues in their workplace and to come to the first morning of a programme prepared to discuss their thoughts to questions we have posed.

We also encourage organisations to consider the Return on Investment in their training and to implement actions that have a strong impact on this. Research indicates that delegates meeting

## **Excellence for People in Business**

with their managers prior to attending a workshop, to set objectives, for support and to consider what the purpose in attending is, has a strong positive effect on the transfer of learning to the workplace and to the implementation of real change.

We may also use inventory style self-assessment tools if these meet your requirements. One popular tool is the Working Styles Inventory. Completing these in advance gives us more time to work on the feedback during the workshop; this is particularly invaluable on One Day Workshops.

### **Workshops: One or Two Days**

The premium programme that we offer is a two-day residential workshop. We recommend this for a number of reasons:

**Greater Depth of Subject Matter** – Two days gives us significantly more time and flexibility to work on theory and practice together; it enables us to bring in more opportunities to relate the theory and the skills development back to “real work”.

**Personal Change** - The delegates stick with the learning and the changes that are happening. If they go home at the end of the day they can hang on to the ‘old’ self whilst remaining in the learning environment encourages them to make greater progress.

**Effective Use Of Time** - On the morning of the 2<sup>nd</sup> day, the delegates are more likely to be in learning and development mode. The time taken to continue the work is minimal.

**Exchange Of Learning** - The delegates share learning with each other and challenge other team members with learning issues. Positive shifts in team performance regularly happen as a result of this.

**Informal ‘Team Building’** - Delegates will communicate and learn more about each other during an overnight stay than they would if they went home. This “social time” is effective in fostering greater understanding and trust between individuals.

We are also pleased to offer one-day workshops and we can work with you to prioritise the learning to the aspects of Customer Care that are most important or where the most development is required within your organisation.

Regardless of whether you require a one or two day programme, we know of a number of venues that we can recommend that offer charming accommodation, delightful grounds, excellent facilities and delicious food at reasonable prices. We are also always willing to work at a venue of your choice.

With your agreement and wherever possible, we will make some use of the grounds at the chosen training venue; this may just involve a walk or taking notebooks outside, or it might involve something more active.

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We believe that working outdoors is a great way to recharge the batteries of employees who are more used to working in an office environment. In this way, we encourage greater creativity and innovation in considering how to delight customers!

Within workshops, we use an appropriate mix of trainer presentation, syndicate group work and plenary sessions, brainstorming and mind mapping techniques, individual activities, group exercises, and case studies.

We provide a folder of materials for each delegate to work through and take away with them.

Underpinning each session are your corporate values and philosophies, and action planning is directed by your business plans or customer service strategies.

We make use of various models and theories that are appropriate to your development needs. These might include, but are not necessarily limited to:

- ✓ Transactional Analysis – Getting To Win Win
- ✓ Theories Of Human Drives & Motivation
- ✓ Tools Within The Models Of NLP
- ✓ Emotional Intelligence Theories
- ✓ Johari Window And Models For Understanding Self & Others
- ✓ Models Of Communication Styles

We have introduced The FISH! Philosophy into Customer Care programmes with some of our clients and this has been very well received. We enjoy working with the FISH! Model, and if it is an approach that interests your company we are delighted to incorporate it into training we run with you, or to wholly use the FISH! Principles as the structure for a programme.

If you haven't encountered FISH! and would like to know more, we would be pleased to meet with you and give you some more information.

#### **Final Half Day**

After approximately one month, we suggest holding a follow up half-day with the group at a venue near to or within the workplace. This session is designed to review performance improvements, monitor progress against the action plans and to support delegates in defining their continued goals for excellent customer service.

We also hold a Prize Giving for those who have made the greatest achievements!

***The vocation of every man and woman is to serve other people***

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