

Mind the customer service Gap

A new world of work is emerging, as new rules for success and failure are written in every industry.

The economic crisis of the past few years has been more than merely a financial downturn – it has served to accelerate many of the forces that were already changing the world. In these turbulent times, new skills will be required – especially inter-personal and inter-generational skills. And we'll need a new approach to skills development too.

TomorrowToday Training offers a variety of courses to develop people skills and capabilities that will ensure our clients survive and thrive in today's unsettled business environment.

Contact James today to discuss how this programme can add real value to your team. Please see below for contact details.

Taking your customer service beyond generational boundaries



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COURSE overview:

Good service must be seen from your customer's point of view. What you do, how you do it, how well it must be done, proving you can do it again are all based on who the customer is. Each generation tends to have its own definition of service. What might seem like excellent customer service to one person might be extremely offensive to another.

By examining customer service through the perspectives of the different generations, we are able to look at the attitudes of the different generations to new or 'foreign' products, what communication styles are effective, and customer service techniques will be successful in each generational context.

Understanding these generational differences is critical to those who are willing to adapt their personal styles to meet their customers' needs. Awareness of a customer's generation and knowing that

generation's service preferences leads to excellent customer service.

COURSE outcomes:

This focus unit covers at least the following:

- Managing customer expectations
- Dealing with difficult customers
- Dealing with potential conflict or misunderstandings
- Responding effectively to specific customer behaviours
- Generational views on what good service is
- How the different generations like to receive information
- What they find offensive
- Persuasive language for different generations
- Effective communication tools and channels

OUR TRAINING philosophy:

Our approach to training is not simply about developing new skills. We start every training course with the WHY, before progressing to the HOW. When your people understand WHY the world is changing, they take a very important first step towards knowing what is required of them and how they can respond to changes, threats and opportunities around them.

We use humour, multimedia and interactive sessions to embed our content. We believe that learning must be playful, powerful and practical if it is to have lasting impact. And we ensure that our content and course structure is customised to your specific outcome requirements.

Because we are passionate about the sustainability of our training interventions, we offer post-training materials to keep you updated, including podcasts, intranet drops, newsletters, blogs and/or recommended reading lists. We also offer pre and post training assessment if required.



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