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## **Developing a Customer Service Focus**

### **Workshop Outcomes**

To develop the attitudes, behaviours, and skills required by staff to work positively with internal and external customers to deliver a service that meets both customer and organisational needs. To develop processes that will enhance customer service value and improve the role of customer service in maintaining and developing business.

### **Audience**

All staff will benefit from this workshop (individuals and teams). It provides a great opportunity to focus on their specific customers and the service they provide, both in terms of "what they supply" and "how they relate" to their customers.

### **Content**

- Identifying customers
- Attending to the task, relationship, and individual needs of customers
- Finding out what customers expect and value
- Applying Customer Value and Quality Customer Service
- Competing with others
- Measuring customer-related performance
- Identifying barriers to quality customer service
- Dealing with customer behaviours that cause you difficulty
- Developing a plan to enhance your customer service.
- Additional skill development provided based on needs of participants:
  - Communication Skills
  - Negotiating on the job
  - Identifying response behaviour
  - Saying no to others requests
  - Making requests of others
  - Other people's anger
  - Recognising communication styles - Assertive / Passive / Aggressive
  - Response behaviour analysis
  - Styles for managing outcomes - Competition / Collaboration / Avoidance / Accommodation / Compromise
  - Handling difficult customers
  - Managing specific situations
  - Managing conflict - RESOLF process
  - Responding to criticism or negative feedback

### **Process**

This programme provides participants with the opportunity to learn appropriate ways to work with customers to achieve the desired outcomes of their organisation. The programme will practically apply the required communication and customer service skills.

### **Duration:**

2 days

### **Venue:**

One large training room