

Lynn Page & Associates

We develop people, processes, programmes & learning solutions

Free to Care: Excellent Customer Service Training

Care for customers

Aligned to USID 2467401 Credits 3 | NQF Level 4

Duration: 2 days

Customer care is about much more than merely serving customers. Free To Grow believes service is first and foremost a mindset, an attitude and a commitment. Service is not merely what you do; it is also about who you are. It is a way of living, a way of looking at yourself, others, and the world. It is everything you do, if you are to bring it to your customer interactions. Free To Care was designed to create this mindset and commitment and to develop the practical skills required to provide superior customer care.

Developing the following 4 P's:

1. **Purpose:** creates an understanding of the organisation and the role customers play in helping the organisation achieve its objectives
2. **Pride:** develops insight into their own value, potential and pride in the contribution they can make through consistently delivering outstanding service
3. **Passion:** increases enthusiasm and passion for life, work and for excellent service
4. **Performance:** provides practical knowledge and skills to enhance the quality of every interaction with a customer.

Programme overview

- ◆ Introduction to Customer Service
- ◆ How winning and losing relate to customer service & what your organisation needs to win
- ◆ The cost of one unhappy customer
- ◆ Understanding your organisation's 'edge' & how this differs from what the competition offers.
- ◆ You and your Role
- ◆ Self-image: how the way you see yourself affects the way you approach your customers
- ◆ Understanding what the roots of your self-image are
- ◆ How to become stronger in yourself and develop more self confidence
- ◆ Dealing with pain from your past so that you don't need to drag it with you
- ◆ Valuing your strengths & assets and bringing more of this to your work
- ◆ Understanding the attitude-behaviour-consequences link
- ◆ The three essential attitudes: ownership, optimism and resilience and how they affect your service levels.
- ◆ You and your Work
- ◆ The value of work: what it adds to your life
- ◆ Where your contribution fits into the bigger picture

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- ◆ A professional image: what contributes to this and why it is important
- ◆ You and your Customers
- ◆ Evaluating your current service levels
- ◆ Exploring the roles of respect, understanding and trust in customer relationships
- ◆ Exploring quality service and measuring yourself against these criteria
- ◆ Making every moment of truth a golden one for your customers
- ◆ Handling complaints from your customers
- ◆ Understanding why customers may be 'difficult' and dealing with the situation appropriately.

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