# Customer Start.

Putting the Customer at the Start of your strategic thinking

## Training Courses

### Strategic

- Building your VOC and Customer Intelligence
- Customer Experience Essentials
- Strategic Customer Service
- Building your CX Strategy

### Tactical

- Building your VOC and Customer Intelligence
- Customer Engagement & Customer Experience
- Measuring Customer Satisfaction
- Personas and Journey Mapping
- How to Delight Customers
- Digital Customer Service

### Operational

- Customer Service Essentials
- Customer Service Soft Skills
- Dealing with Difficult Customers

Our training is typically delivered in-house or at conveniently located local venues. Shorter courses are also available online.

# STRATEGIC CUSTOMER SERVICE

**Full Day**

**£800 + VAT**

*Numerous dates running throughout the year*

## Course Content

This course will deep-dive, providing the knowledge and tools needed to build a support operation from the ground up or completely rebuild one.

We will cover:

- Steps to a great Customer Service
  - Step 1: Determine How Customer Support Will Be Delivered
  - Step 2: Identifying Which Customer Support Skills Need To Be Enhanced
  - Step 3: Develop A Customer Support Plan
  - Step 4: Evaluate Customer Support Success
- Building the Customer Service Strategy
  - Make customer happiness the company end goal
  - Identify all Customer touchpoints
  - Set goals for Customer Service
  - Identify Customer Service KPIs to monitor
  - Build a driven Customer Service team
  - Build a powerful Customer Service toolkit
  - Empower your Customer Service representatives
  - Create a consistent feedback loop

Designed for Customer leaders at Head or Director level, you will leave this course equipped with everything you need to implement your customer service strategy.