

CUSTOMER CARE IN WHOLESALE AND RETAIL

US 258156 / NQF Level 3 / 10 Credits

“Is there anyone who can help me here?” All of us have experienced this frustration at some point.

Store personnel that are alert to customers and their needs and expectations will enjoy positive interactions with their customers. The attention to their customer will build loyalty which in turn will build a successful business.

It is accepted that sometimes mistakes happen, and it is proven that people are more loyal to those organisations that resolve issues satisfactorily, than where no issues have ever occurred! Equip your organisation to be the best at customer service and see the results – motivated staff, happy customers and a sustainable, healthy bottom line.

WHO SHOULD ATTEND

- Customer Care Personnel
- Floor staff in retail stores
- Tellers
- Sales associates
- Merchandisers
- Store Managers
- Finance personnel that interact with customers

HOW YOU WILL BENEFIT

- Customers behaviours are identifiable and understood
- Staff will develop techniques and skills in dealing with customers
- Staff will provide positive experiences for your customers
- Customers will be happy and loyal
- Profits improve as customers return – repeat business

WHAT WILL BE COVERED

- Customer behaviour – how different customers like to be dealt with differently
- How to deal with each of these types of customers
- Having a customer service policy
- Carer model of customer expectations : Credibility – Attractiveness – Responsiveness – Empathy – Reliability
- Creating positive perceptions – from store appearance and ambience to personnel appearance and attitude
- The actual customer interaction – how to provide great service
- Resolving complaints, and dealing with angry customers
- Escalating issues

Two Day Course
8:30am – 4:00pm

Refreshments and a light, finger lunch will be served at our public course
sales@kznbtc.co.za or (031) 267 1229 for bookings and further information

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<p style="text-align: center;">Module 1 Explain customer behaviour</p> <ul style="list-style-type: none">• Explain the range of basic customer behaviour patterns in terms of their service expectations• Explain appropriate methods for dealing with different behaviour patterns as they apply to the behaviour of customers of the operational unit• Explain the application of the organisation's service policy in relation to the different customer behaviour patterns	<p style="text-align: center;">Module 2 Create positive customer perceptions</p> <ul style="list-style-type: none">• Explain the impact of customer perceptions in terms of the result on the organisation's bottom line• Describe the environmental factors that will create positive and/or negative perceptions in relation to the customer profile of the business• Describe the factors that need to be considered in order to build a positive customer experience of the business within own area of responsibility
<p style="text-align: center;">Module 3 Interact with customers</p> <ul style="list-style-type: none">• Explain the impact of personal interaction with customers in terms of the operational unit• Develop a personal checklist for customer interaction according to organisational policy and generally accepted customer service behaviours in own area of work• Interact with the customer in accordance with organisational guidelines	<p style="text-align: center;">Module 4 Resolve customer complaints</p> <ul style="list-style-type: none">• Explain procedures for dealing with customer complaints as they apply to the operational unit• Handle customer complaints according to organisational policies and procedures• Identify resources to help resolve customer's complaints according to organisational policies and procedures

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