



Satisfying Customer Requirements

Outcomes

- Understand customer care and the benefits of good customer care
- Know how to meet customer needs
- Understand the importance of collecting, storing and interpreting customer feedback

Course Outlines

- Own internal and external customers
- How to recognize different types of customers, their expectations and needs
- Nature and purpose of service standards
- Awareness of service standards in own organization
- Simple performance indicators
- Techniques for performance improvement to exceed customer expectations
- Supervised practice or simulation to develop the ability to apply knowledge and skills in performance improvement
- Differentiation and definition of internal and external customer
- Marketing benefits from meeting customer expectations
- Complaint resolution techniques
- Simple ways of initiating and obtaining customer feedback
- Separating facts and opinions
- Tabulating and analyzing information
- Creating and using visual presentations to enhance understanding
- Charts
- Graphs
- Pictograms
- Types and forms for obtaining feedback from both internal and external customer or stakeholders (questionnaires, verbal and non-verbal surveys)
- Methods for collating and evaluating questionnaire and survey responses
- The Data Protection Act and its implications for collecting, storing and using customer feedback