

**LZU 108 3214 CUSTOMER CARE AND CUSTOMER SERVICE PROFESSIONALISM****Purpose**

The care for the customers and the awareness of its importance has in recent years become more and more important in business and industry. A company that is really serious about providing exceptional customer care and service will begin by producing a quality product and by supplying adequate service. In the competitive market customer care and service is very often the decisive factor for a consumer to purchase a product made by YOUR company, rather than another. Over the years, market research and, indeed, customer complaints have given companies good indications of the types of services customers require.

**Objectives**

During the course the participants will learn:

- how to understand the importance of customer care and customer service professionalism
- how to recognize customer needs and how to improve the quality of customer service
- to build and maintain successful relationships with customers
- how to improve communication skills with customers
- how to recognize and use different models of communication styles
- how to deal with "difficult customers" and "difficult situations"

**Entry Requirements**

Minimum of experience in work with customers

**Training Methods**

- lectures
- exercises (individual and group)
- questionnaires for assessment and self-evaluation
- discussion

**Duration**

2 days

**Number of Participants**

Maximum 15