

# WorldHost Principles of Customer Service Programme



## About the Course:

Our WorldHost 'Principles of Customer Service' programme will give your staff the skills and knowledge necessary to deliver excellent customer service, giving your business the excellent reputation it deserves.

## Benefits of the course:

This programme teaches your staff crucial customer service skills that can lead to:

- Increased revenue, repeat business, average spends and net sales
- Better communication between staff and customers
- Improved internal communication
- Increased staff motivation, and therefore reduced staff turnover and absenteeism
- Higher quality assurance ratings and improved scores on sites like TripAdvisor

When you train 50% or more of your front-line staff using any of the WorldHost programmes, you can also apply to become a WorldHost Recognised Business - a 'must-have' badge for customer service.

## What the course covers:

The course covers a range of areas including:

- The role of all staff in delivering outstanding customer care
- Giving positive first impressions
- Communication and listening skills to create excellent rapport with customers
- Generating revenue for your business through customer service excellence
- 'Going the extra mile'

## Who should take this course?

This course is ideal for any member of staff that has day-to-day interaction with customers.

This could include job roles as:

- assistants
- supervisors
- department heads
- directors

The course is also relevant to staff in non-customer-facing roles. Many of our clients report that the training improves internal communication well as across front-line customer service.

## Duration & Time Commitment

This is a one-day course.

## Costs

This one-day course can be delivered for as little as £90 per person, however some staff may be eligible for a fee reduction.

### To apply:

Contact Business Development Team on 01274 327307 or email [employers@shipleys.ac.uk](mailto:employers@shipleys.ac.uk)

Last updated: April 2018

Please note: Shipleys College reserves the right to amend course content and courses offered