

MAKING A  
SUCCESS OF  
CUSTOMER  
SERVICE  
TRAINING & SUPPORT

THE IN-HOUSE  
**CUSTOMER SERVICE**  
TRAINING COMPANY

**01582 463464**

[www.ih-customerservicetraining.co.uk](http://www.ih-customerservicetraining.co.uk)

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## **We specialise in the design and delivery of customer service training programmes.**

We've been doing it for more than ten years now, working for a wide range of clients across the UK and, indeed, internationally.

There's a range of tried-and-tested programmes for you to choose from. We can deliver them completely 'off-the-peg' or we can tailor them to your precise requirements. Or we can work on a completely bespoke basis. The choice is yours.

You can also choose from our team of more than 30 highly experienced trainers across the UK or more than 100 internationally.

If you need a keynote conference presentation, an away-day, a customer service team event, an Open Space event, a training video – we do all those as well.

**We offer related services too.** One-to-one coaching. Mystery shopping. Process mapping. Consultancy. We can review your service standards, write a customer service charter, review your performance measures, write your customer service job descriptions, devise a customer service competency framework, give on-the-job support as 'critical friend', etc, etc, etc. Whatever you need, give us a call on 01582 463464 – we're here to help!

# SUCCESSFUL CUSTOMER SERVICE

## Our 'flagship' programme – a step-by-step approach to better results

This is a very practical, experiential one-day workshop. There are lots of different activities throughout the day – group exercises, 'table-top' activities, critiquing of calls / video clips, quizzes, practice activities and scenarios – and the learning journey continues back in 'the day job' via our unique app.

The style is very facilitative and learner-centred, taking into account the needs and preferences of the group on the day whilst at the same time delivering the programme as agreed with you, the client, in order to meet your specific objectives for the session.

## Workshop objectives

- For the participants, this workshop will help them deliver better customer service, day in, day out – whether face-to-face, on the phone or by email. Specifically, it will help them:
  - Define what great customer service looks like
  - Appreciate why delivering great customer service is so important – and why it's part of everyone's job
  - Learn what's in it for them – why it will make their life easier
  - Understand what their customers want and value
  - Appreciate the impact their attitude and behaviour has on other people
  - Improve their communication skills
  - Deal more effectively with difficult customer situations

For you, their employer, this workshop will:

- Raise the bar in service delivery to your customers
- Improve customer loyalty and retention
- Improve levels of internal as well as external customer service
- Motivate your staff to deliver better customer service
- Reduce the time and money spent on dealing with customer complaints
- Support the continuing development of your staff
- Help you achieve your strategic objectives more efficiently

## Who should attend?

Customer service is everyone's responsibility. We should all either be serving a customer or supporting someone who is. This programme is therefore appropriate to everyone within your organisation, at whatever level – and the flexible structure means that we can easily tailor it to different levels, different functions, different sectors, different types of customer interaction (eg, telephone, face-to-face, email, etc).

## The app

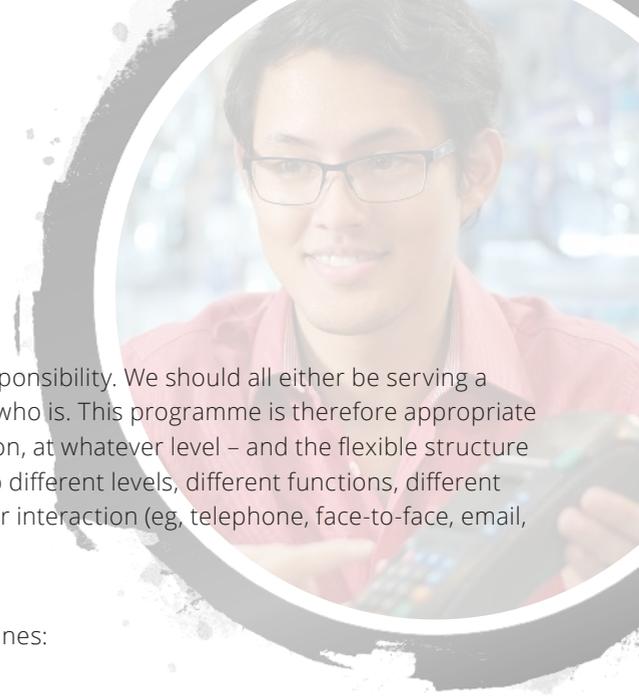
Our unique 'SCS top-up' app combines:

- Learning reinforcement
- Additional content delivery
- Evaluation at Levels 1, 2 and 3

Participants are sent an initial online pre-course questionnaire to help the trainer tailor the delivery on the day. They're asked to bring their phones (or laptops) on the day, when they complete an online Level 1 evaluation and are invited to download the app. Over the next two weeks, the app delivers a number of micro-learning moments to their phones or laptops. These activities only take a couple of minutes to do. They deliver additional content (via PDFs, animations, videos, web links, etc) and include quiz questions which make up a Level 2 test of understanding. Three months later delegates will be invited to complete a final online questionnaire to help them assess the extent to which they've put their learning into practice – the Level 3 evaluation. The results from all the evaluations are shared with clients as participants go through the programme. Certificates of attendance can be provided on request.

## The price

For delivery in the UK, for a group of up to 12, the price of this unique programme is just £995 per day plus trainer travel and accommodation expenses / VAT. International and bespoke delivery rates vary: give us a call if you have a particular country in mind.



# SUCCESSFUL CUSTOMER SERVICE

## Workshop outline

### 9.30 Introduction and scene-setting

- Programme objectives
- The ten steps to successful customer service
- Personal introductions activity
- 'What's your experience?' quiz activity
- Specific individual and organisational objectives (based on pre-workshop online survey)
- Why customer service matters

### 10.00 Smile and connect

- The power of first impressions – visual and voice
- The trouble with telephones...
- Practical exercises using images and video/audio clips

### 10.30 Understand the customer's situation

- Active listening techniques
- The communication mix – words, tone, body language
- Pairs activity (shapes description and drawing exercise)

### 11.00 Break

### 11.15 Clarify and empathise

- Questioning styles
- Open questions useful in the customer service environment – asking what the customer wants to see happen
- Trainer-led role-play activity using a scenario for participants to uncover the details

### 11.45 Create solutions

- 'Own it, solve it'
- Top ten customer complaints – and how to create solutions for them
- Identifying the range of options available and how to match them to the customer needs
- Matching activity with customer needs scenarios and potential solutions

### 12.15 Explain next steps

- Assertive language
- Instilling confidence
- The need for positive speech
- Practice session – role-play using script activity

### 12.45 Lunch

### 1.30 Seek ways to add value

- Going the extra mile
- Giving customers the benefit of your experience
- Helping customers get the best from your service
- Brain-storming activity

### 2.00 Summarise

- Understanding the power of summaries
- Ending on a high
- Call critique activity using audio clips

### 2.30 Follow through

- Making things happen
- 'It's not my job' scenario activity

### 3.00 Break

### 3.15 Update details

- The importance of effective notes
- Data protection and GDPR
- Storytelling note-taking activity

### 3.45 Learn from each encounter

- Using customer feedback to improve the customer service experience
- Common issues which are broken at source
- Communicating across teams
- Sharing best practice and good ideas
- 'If I were in charge' activity for improving customer service

### 4.15 Pulling it all together

- Online evaluation / app download
- Personal action plans
- Summary

### 4.30 Close



# RELATED PROGRAMMES

**You may have a more specific requirement than can be covered by the 'flagship' programme.**

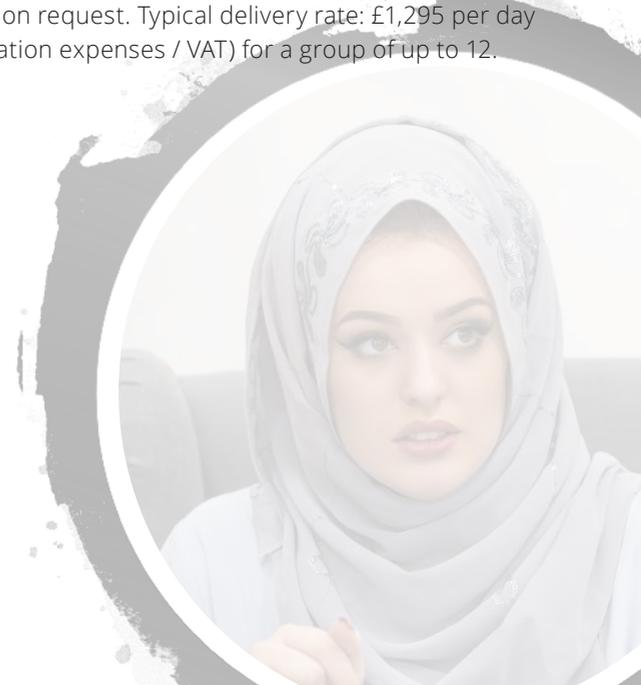
In that case, one of our related programmes might be more appropriate, eg:

- **Building a better customer experience** – This tailored, facilitated, enjoyable and creative workshop will help you identify ways to build a better experience for your customers.
- **Call coaching skills in the customer service environment** – Giving feedback and facilitating improvements requires motivational and positive input. Coaching is an art. This very practical one-day programme will help you master the essential skills for effective call coaching.
- **Call control with confidence** – This practical programme shows how calls can be controlled and dealt with swiftly, efficiently and to total customer satisfaction.
- **Challenging customer conversations** – From time to time, anyone dealing with customers will have challenging situations to deal with. This workshop's focus is on real-life application.
- **Communicating with the bereaved** – This programme has been designed for managers and members of staff who have contact with the bereaved as part of their work.
- **Contact centre management – for team leaders and supervisors** – Leading a team in a busy customer-focused organisation requires flexibility, resourcefulness, responsiveness and initiative. Have you got what it takes?
- **Customer service team identity day** – This unique programme is guaranteed to re-focus, re-juvenate re-motivate any customer service team.
- **Dramatic customer service!** – A highly practical, creative, and entertaining role-play based session facilitated by one of our lead customer service trainers jointly with one of our team of business actors.

- **Emotionally intelligent customer service** – Having the dexterity to accommodate the different expectations, preferences, styles, needs and behaviours of the full range of customer types requires emotional intelligence. Have you got it?
- **Helping people buy** – A tailored one-day workshop to help customer service staff increase sales – without trying to be sales people!
- **Reception perfection!** – One of our most popular programmes, specifically for receptionists (and those who provide reception cover).
- **Resilience in customer service** – This one-day programme is designed for front-line staff who need to develop their resilience.
- **Understanding your customers** – Just how well do you know your customers? They're all different. This programme helps you take account of those differences in delivering great customer service.

Most of these programmes have been designed, and are delivered, by one of our lead consultants: profiles available on request. Typical delivery rate: £1,295 per day (plus trainer travel and accommodation expenses / VAT) for a group of up to 12.

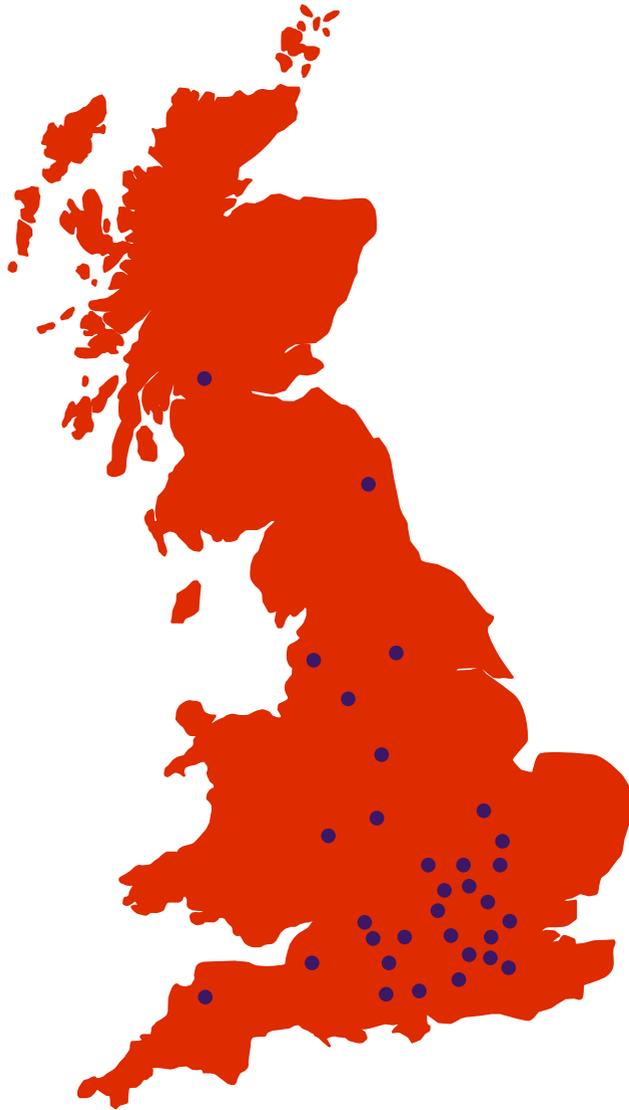
For a completely bespoke requirement, give us a call on 01582 463464 to talk us through what you're looking for and we'll happily draft a proposal for you.



# TRAINERS & CONSULTANTS

Over the years, we have assembled an impressive team of truly outstanding customer service trainers and consultants, each of whom has many years' experience as a trainer and most of whom have also had 'hands-on' experience of customer service or contact centre management roles themselves. Between them, they have experience of virtually every conceivable sector and type of organisation.

So, whether you're looking simply for the most local trainer or whether you want your session to be delivered by a sector specialist, give us a call and we'll be happy to recommend the most appropriate person.



Our sister company, Maximum Performance, has been delivering programmes internationally for more than ten years now, using our shared network of locally based trainers worldwide. We currently have more than **140 associate trainers** in more than **60 countries** around the world, as shown in red on the map. Sessions can be delivered in either English or **more than 30 local languages** as required. Sometimes our global clients want sessions to be delivered in English, sometimes in local languages whilst using the English-language materials, and sometimes in local language with (for an additional fee) translated materials – the choice is yours.

Trainers are selected for training experience and capability, sector and cultural background, language capability and, of course, subject matter qualifications, knowledge and experience. Many of our international trainers deliver programmes on management and personal effectiveness, as well as customer service, making them ideal to cover customer service management issues as well. Some of them also work at Board level, all of them have experience of front-line training, some of them also work as qualified coaches and some of them have particular specialisms from other disciplines. Give us a call and we'd be happy to recommend the most appropriate trainers for your particular locations – and then perhaps someone in the relevant local office(s) can talk with each trainer before they are engaged to deliver a programme for you for the first time.



# TRAINERS & CONSULTANTS

Here are just a few sample profiles from our team of more than 30 across the UK:



**SCOTT RUMSEY** is an extremely popular trainer with a very strong contact centre training and coaching background. He applies positive psychology techniques to all his sessions and encourages participants to build on their core strengths and attributes. Scott co-designed our flagship 'Successful customer service' programme. *Scott is based in Bedfordshire.*



**CANDY BOWMAN** delivers a wide range of customer service and personal effectiveness programmes. She has particular specialisms in training for receptionists and also for professional services firms. Passionate about 'Putting a Smile on the Customer Interface', she began her career in media sales and the music industry. *Candy is based in Somerset.*



**AMANDA DUDMAN** is our practice lead for the public service and VCSE sectors. A very popular trainer and coach, she is very experienced in delivering programmes in the rapidly changing public service environment where the idea of customer service has had to undergo a radical transformation in recent years. *Amanda is based in Milton Keynes.*



**MELANIE WINDLE** is an exceptionally experienced and creative customer service and personal development trainer and group facilitator whose methods and style of delivery empower individuals and groups to realise their potential. She works extensively across the public, private and not-for-profit sectors. *Melanie is based in Manchester.*



**SUSIE ASHFIELD** is our practice lead for the luxury brands sector. Another hugely popular trainer and coach, she makes full use of both her acting and her business backgrounds in her delivery of our customer service programmes. *Susie is based in London.*

# CLIENTS

Our clients come in all shapes and sizes, from all sectors. They cover a surprising range, from the RAF and HM Treasury to Essendon Country Club and PJ's fish 'n' chips, from Google and Ultra Electronics to Red Funnel Ferries and the M6 Toll, from the European Central Bank and Saudi Aramco to Marie Stopes and the British Film Institute. Having met all their requirements, surely we can meet yours too?

## Private sector

Abbey Orthodontics • Adecco • Allwag Promotions Ltd • Ambius • AquaTerra • Aramco (Saudi Arabia) • ARL Services • Ascot Racecourse • ASOS • Baker McKenzie • Belvoir Property Management • BM Trada • Brachers Solicitors • Brockwell Forestry • Brownhills Motorhomes • Buy-a-gift.com • Bywaters • Cambrian Containers • Cavendish Communications Ltd • CDC Group • Chequers Hotel • Clear AV • Clever Digit Media • Cool Logistics • Custodian Data Centres • Dalys • De Lage Landen • Decoglaze • Domex • DW Support Services • Elstree Golf Club • Essendon Country Club • Fairbanks • Feelunique • Fluent (Poland) • FocusVision Europe Ltd • Fortius Clinic • Geodis • Geotech • Gibbs & Dandy • Glory Global Solutions • Glotech • GoNative • Google • GPS UK • Grantham Bowl • Grays Inn Estates • Halfords Autocentres • Haya Water (Oman) • Henderson Group • Hicks • Hochiki Europe (UK) Limited • Homesaver • Huntleigh Diagnostics • i-Hub • IJ Europe • IISS • Intellident • ITS • Jacksons Bakery • Jewson • John Guest • Johnson Matthey • JSA Accountancy • Lucy Electric • Mansell plc • Meyer Group • Midland Expressway (M6 Toll) • Morley's of Bicester • Morrison Utilities • Mott MacDonald • My Family Care • Network Resources • NFC Food Services • Napthens • Normans • Nuffield Hospitals • OH Assist • Opentext (UK and Germany) • Owen White and Catlin • Pepe's • Peter Brett LLP • Pims • Ping • PJ's fish 'n' chips • Port of Dover • Qsoft • Red Funnel Ferries • Regal Fish Supplies • Saracen Horse Feeds • Seico • Sensornet • Shanly Homes • SJD Accountancy • SkinCare • Sky Insurance • Smiffy's • Sofa.com • Soletrader • Southcott Homes • SRK Consulting • Sternberg-Reed • Stevenage Leisure • Strutt & Parker • Systech Illinois • Talbot Underwriting • Tewinbury Farm Hotel • The Portland Hospital • Think Accounting • Tibbetts Group • Trolex • Trumpf Ltd • UK Power Networks • Ultra Electronics • Unitrust • Urban Front • Utilize • Vinum Wine • Virgin Money • Vitality TV • VLS • Whirlpool • Whitbread • Willmott Dixon • Wincanton

## Public sector / education

Ashorne Hill Management College • Aylesbury College • Barnsley College • Bournemouth Borough Council • Brighton Hove & Sussex Sixth Form College • Carmel College • Capel Manor College • Central Bedfordshire Council • Coventry University College • Crown Estates • Edge Hill University • European Central Bank (Germany) • HM Treasury • Kingston University • Lancashire County Council • Liverpool Community Health NHS Trust • London School of Science & Technology • Medical Research Council • North Warwickshire & Hinckley College • Northampton Borough Council • Northwood College for Girls • Open University • Orchard Hill College • Oxford City Council • Peak District National Park Authority • Policy Research Unit • Portland Place School • RAF Brize Norton • Redditch & Bromsgrove Councils • Regent's University • Rotherham, Doncaster & South Humber NHS Foundation Trust • Royal Free Hospital • St Mary Magdalene Academy • Stoke Sixth Form College • Surrey & Borders NHS • Sunderland College • Teignmouth Community School • Telford College • University of Essex • University of Kingston • University of Portsmouth • University of Southampton • West Yorkshire Commissioning Support Service

## Charities / housing / not-for-profit

Achieving for Children • British Board of Agrément • British Film Institute • British Standards Institution • Building Research Establishment • DASA • Hertfordshire Chamber of Commerce • Housing Solutions • Hundred Houses Society • Kentish Town Community Centre • Marie Stopes International • Methodist Church • Noise (UK) Ltd • North Herts Homes • Northampton Homes • Policy Research Unit • Rothamsted Research • Royal Botanic Gardens Kew • Royal British Legion • Step-by-step • The Chartered Banker Institute • Together Housing • Wenta • West North West Housing



# FEEDBACK

See what people have said about the programmes...

- **Fun** and interesting.
- Great overview of all that should be considered with customer service.
- **Excellent**, relevant, bespoke.
- Insightful, good tips to take forward, lots of discussions.
- Very informative, varied selection of activities to keep the learners engaged.
- Very informative with real world and usable examples.
- **Insightful** and engaging workshop that makes you reconsider your own attitude both as customer and employee and equips you with the necessary tools to change it.
- **Fascinating**, opens your mind to how others may perceive you.
- Made me think seriously about different ways, positive ways and alternative ways of communicating myself. To remember that it is always not as obvious as it seems.
- Very informative, gives some good advice and information.
- **The course opens your eyes.**
- Good insight to the things within customer service that you wouldn't even generally think about.
- Really makes you stop and think about customer service and gives you very good techniques to use in the future.
- Makes you stop and consider your actions and possible outcomes from your responses and attitude. It has made me aware of the need to listen.
- Really informative. I have been on other challenging customer situation courses and this was totally a **different** way of looking at things.
- It has made me look at what I really do for the business and realise that I am an important person to the company.
- An excellently constructed course that makes you think about your own business.
- Knowledge-filled training with fun and interesting 'ice breakers' with bullet-pointed key points, which are thoroughly explained and expanded upon, the course is also super-interactive.
- **Fantastic**, very informative on assertiveness.

... and the trainers:

- Very **enthusiastic** and energetic.
- Interesting, funny, **intelligent**.
- Trainer was very good, answered questions and gave good feedback.
- Scott was amiable, likable and great to listen to. **Top job!**
- Very helpful - involves everyone!
- Very friendly trainer, easy to talk to, enthusiastic, passionate.
- Very **passionate** and lovely, with some great anecdotes.
- Very knowledgeable, informative and charismatic, really helped.
- Friendly, approachable, interested, interesting. **I could have listened all day!**
- Approachable, enjoyed the team-style learning hearing about other departments challenges. Gave excellent examples from personal experience to help cement learning.
- Really lovely and approachable, a lovely style of presenting.
- She is excellent at conveying the message and offers memorable examples.
- Experienced in her field and offers sound advice on how to become confident in dealing with difficult customers.
- Candy is very enthusiastic and makes you feel important and appreciated. She is very understanding.
- Very energetic, fun, interesting and wise. Lovely lady with a lot of knowledge to pass on to others.
- Candy is a vibrant and enthusiastic trainer whose personality and passion shines through. She holds your attention and makes sure that everyone contributes to the course during the day.

# RELATED SERVICES

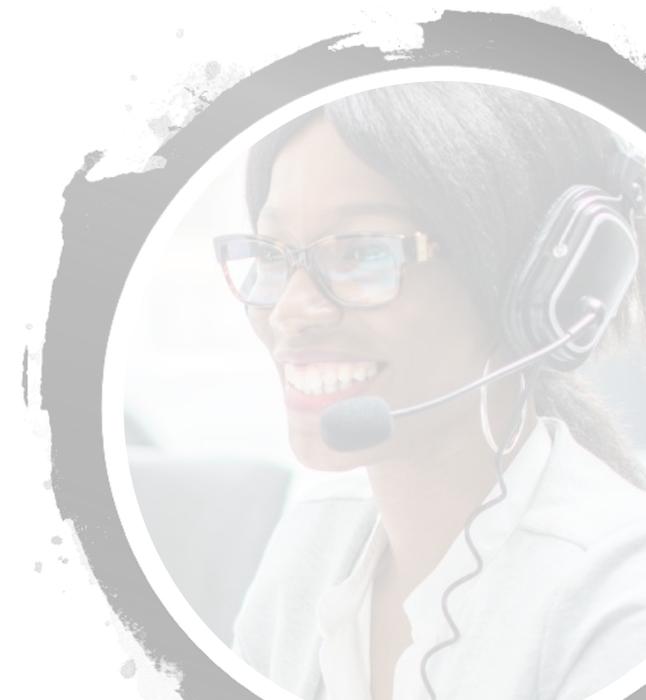
The bulk of our work is focused on the design and delivery of world-class customer service training sessions of one sort and another. Quite often, however, in the course of designing a bespoke session, other requirements will emerge and the client will ask the trainer, 'Can you also help us with...?' Nine times out of ten, the answer is 'yes, of course!'

Here are some of those 'Can you also...?' moments:

- A leading chain of builders' merchants wanted face-to-face customer service training. By way of evaluation, we carried out 'before and after' **mystery shopping** calls over the phone.
- Several clients have had us deliver **keynote sessions** on customer service at their away-days. We've then got involved designing team activities, bringing in actors, a cartoonist, a film crew as required.
- Some organisations get us to deliver **train-the-trainer** versions of the programmes for them to deliver internally.
- A university's requirement for customer service training turned into an urgent requirement to completely re-design their three-week Student Registration Services training and **induction** programme.
- A national park wanted 'An external provider to work closely with managers and staff acting as a **'critical friend'** and learning provider. The provider will give 'on the job' support and constructively challenge where behaviour, attitudes and service outputs/processes are not customer focussed. The role will be driven by the team action plans. It will actively promote understanding, stressing the importance of why we need to put customer service at the heart of everything we do.' They chose us.
- We gave an NHS client the option of a conventional 'roll-out' training programme or an unconventional **Open Space** event. They compromised and did both!

- A telecomms company brought us in to do some customer service training. They liked us so much we stayed for six months, helping out with **a fundamental business review.**

Whatever your requirements in the customer service area – one-to-one coaching, mystery shopping, process mapping, consultancy, reviewing your service standards, writing a customer service charter, reviewing your performance measures, preparing your customer service job descriptions, devising a customer service competency framework, etc, etc, etc – we've almost certainly got the right person on our team who could help you. And if we haven't, we'll be the first to say so. Just ask the question!



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