

ADVANCED CUSTOMER CARE

(Non-Accredited)

Duration : 1 Day

Delivery Method
Face-to-Face / Virtual / Blended



ADVANCED CUSTOMER CARE

OVERVIEW

This practical workshop equips participants with the skills to deliver professional, consistent, and high-quality customer care. Participants will learn why customer care is essential to business success, how frontline and backline teams contribute to the customer experience, how to manage difficult or demanding customers, and how excellent service can strengthen the image and reputation of the organisation.

1. UNDERSTANDING CUSTOMER CARE

- Exploring all key aspects of customer care
- Understanding the role of customer service in daily business operations
- Recognising how customer care affects satisfaction, loyalty, and reputation

2. THE IMPORTANCE OF CUSTOMER CARE

- Understanding why customer care is critical to business success
- Recognising the impact of poor service on customers and the organisation
- Identifying how excellent service supports customer retention and trust

3. FRONTLINE AND BACKLINE CUSTOMER CARE

- Understanding the difference between frontline and backline service roles
- Recognising how every employee contributes to the customer experience
- Ensuring consistency in service delivery across different departments

4. PROFESSIONAL CUSTOMER CARE

- Communicating with customers in a respectful and professional manner
- Handling queries, complaints, and requests appropriately
- Maintaining professionalism even in challenging situations

5. CUSTOMER CARE DO'S AND DON'TS

- Identifying behaviours that support excellent customer care
- Recognising actions that can damage customer relationships
- Applying practical service standards in customer interactions

6. DEALING WITH DIFFICULT AND DEMANDING CUSTOMERS

- Understanding why customers may become difficult or demanding
- Applying techniques to remain calm and solution-focused
- Managing conflict while protecting the organisation's image

7. CREATING A TOP-CLASS ORGANISATIONAL IMAGE

- Understanding how customer care shapes public perception
- Delivering structured, consistent, and professional service
- Building a positive image through every customer interaction

KEY OUTCOMES

Participants will gain practical tools to deliver professional customer care, understand the importance of service excellence, support both frontline and backline customer experiences, manage difficult customers effectively, apply customer care best practices, and contribute to a positive organisational image.