

# Improved Customer Engagement

Nearly every customer or company we talk to tells us that customer services is their biggest differentiator and something they value highly. We couldn't agree more. Unfortunately this is often a hollow statement. How many business principles actually invest customer service training? The answer is not as many as there should be!

At Train to Win.tv we think that customer service training is as important as sales training. With our improved customer service programme we give you the tools and skills to ensure you become truly customer-focussed. All sessions are relaxed and interactive... No death by PowerPoint here!

## Key course topics are:

- Great Customer Service Starts from the Top
- How a First Impression is the Most Important Impression
- How Attitude is Critical
- Conflict Management
- Increase the Confidence of Your Customer-Facing Staff
- Create Consistency Across Multiple Departments
- How Improvements can be Made and Implemented Easily

## Recommended for:

- Anyone customer-facing
- Anyone who represents your business

*"I attended a Customer Engagement workshop as a new member of staff and found it to be a very good insight into continued improvements across all of the Customer Services departments. The style was relaxed and left me with a very positive attitude in dealing with both internal and external customers. It was a good reminder that we can all improve our attitude to delivering excellence for our business. I'd definitely recommend the workshop to all new and existing members of staff."*

**Alan Aves** - Accounts at Nine Group

*"The Customer Services workshop provides a great insight and knowledge base which, as an attendee, you can take away and apply to the job role, changing the way you approach customer services, and providing a much improved overall level of service. The workshop was good fun, it gave me the chance to learn new skills and enhance existing ones but also provided the opportunity to bond with colleagues in other areas of the company. I would recommend the workshop to all members of staff, new and existing as it provides a detailed, well thought out experience and leaves you with a very positive attitude towards delivering a great service to customers. Get involved because you won't regret attending!"*

**Lloyd Palmer** - Marketing Project Executive at Nine Group

“  
**The problem  
with  
communication  
is the illusion  
that it  
has been  
accomplished.**”

