

## Customer Care / Service



"It is not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages"  
Henry Ford

<b>QQI FETAC Code</b>	Level 5 5N0972 Minor module - Credit value 15
<b>Duration</b>	<p>6 full days face - to face plus 10 hours web based directed learning hours</p> <p>As part of Total Focus's unique new blended learning approach you the learner have the opportunity to access additional information from our website. During this training programme you will be asked to complete directed learning for approx 2 hours prior to each of the face-to-face training days.</p> <p>This will consist of presentations, videos, questionnaires, quizzes, additional written information and articles providing a source of material for the next face-to-face training day</p> <p>Please ensure that you have access to the internet and are able to download material for this directed learning as part of the next face - to - face training day is based on this material</p> <p>You are expected to engage in self learning hours outside the course</p> <p>You are also encouraged to form a support group with your colleagues meeting either in person or by telephone / Skype between the classes</p>

<b>Overall aims of Customer Care / Service</b>	<p>This programme is designed to enable you to gain an understanding of excellent customer care and the impact these best practices have for your customers and clients. We also explore the positive effect excellent customer care has internally for an organisation. This gives you an in-depth understanding of the knowledge, skills and competencies necessary for excellent customer care / service.</p>
<b>What exactly is Customer Care / service</b>	<p>As customer service is a front line service so its importance is vital to any organisation.</p> <p>"Customer service is a series of activities designed to enhance the level of customer satisfaction - that is, the feeling that a product or service has met the customer expectation."  Turban et al.2002</p>
<b>Who should attend?</b>	<p>Customer Care is suitable for those already working in organisations in both the public and private sector including office based organisations, retail, the hospitality industry and all team members working in customer service.</p> <p>Even those who do not deal directly with the public have an element of customer service either dealing with another department or internal clients.</p> <p>The training programme is highly interactive and learners are invited to share their own knowledge and skills in a supported yet motivated environment helping to built learners confidence levels. On completion you will have the necessary competencies to be confident in the role of providing customer care / service.</p>
<b>What will I learn?</b>	<ul style="list-style-type: none"> <li>• Access the knowledge, skills and competencies you need for customer service / care</li> <li>• Study &amp; understand the key competencies, concepts, features and best practice of customer service/ care</li> <li>• The importance of organisational communications in customer care</li> <li>• Understand legislation and customer service / care</li> <li>• Recognise and develop personal attributes that enhance excellent customer service / care including active listening skills, positive body language and good practices for interaction with customers and clients</li> </ul>

	<ul style="list-style-type: none"> <li>• Working as part of a team delivering excellent customer service / care - knowing your role and responsibilities</li> <li>• Develop you own competencies in handling correspondence with customers / clients both in writing and electronically including orders, invoices, payments, and other correspondence</li> <li>• Recognise and learn how to handle difficult / irate customers</li> </ul> <p>Plus lots more...</p>
<p><b>To achieve your QQI (FETAC) Certificate in Customer Care</b></p>	<p>You must successfully complete the following</p> <ul style="list-style-type: none"> <li>• 80% attendance</li> <li>• Satisfactory completion and grade of FETAC assignments</li> </ul> <p>Including:  Portfolio / Collection of work 50%  Skills Demonstration 50%</p>
<p><b>Would you like to talk to us about this training programme?</b></p>	<p>To find out more about the Customer Service programme please contact Maeve Finch of Total Focus on 085 735 4446 or emailing <a href="mailto:training@totalfocus.ie">training@totalfocus.ie</a> or complete the enquiry form on the right of the web page</p>
<p><b>'In-house' training</b></p>	<p>Please note that this programme can be delivered 'in house' and tailored to the needs of your organisation</p> <p>Contact Total Focus for a quotation</p>