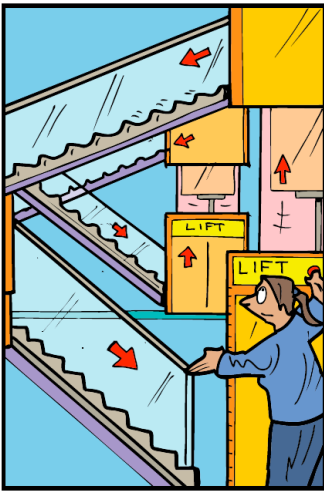


Working with a Customer Focus

A fully designed and resourced, one-day experiential learning workshop

"Is this what they mean by escalating my complaint?"



At RSVP Design we firmly believe that building excellence in customer relationships depends upon changes in attitude and behaviour. This workshop enables you to work with learners to use their own experience of being both customers and suppliers, and their ability to see things from the customer's perspective, so that they can begin to identify improvements to their own personal, team and organisational approaches to great customer service. It comprises a structured series of activities, discussions and scenarios that enable you to address:

- The emotional experience of being a customer
- The 'real' customer experience for your own customers
- Working in a customer/supplier chain
- Feeling great...and having customers feel great about you
- Dealing with 'difficult customer' situations
- Planning your own customer service improvements

We know that adult learners learn best when they can use a combination of learning methodologies: generative, co-operative, learner-centred and problem-based learning activity. They need to integrate new concepts and ideas into existing mental maps and to see the immediate relevance and application of what they are discovering. We have used these principles in the design of this workshop to ensure that it will engage, challenge and support your learners.

The materials supplied with this workshop design and full facilitation manual include:

- 2 x sets of 'Images of Customer Experience' picture cards
- 2 x sets of 'The Customer Gateway' toolbox activity
- 1 x set of 'Communicating with Different Customers' scenario workcards
- 2 x sets of the RSVP Design 'Chainlink' toolbox
- 1 x PowerPoint Presentation

Also included on the CD is a Participant Workbook for reproduction.

The workshop lasts for 7 hours and there are enough materials supplied to work with a group of up to 16 participants, in parallel groups of 8.

Key Objectives:

- To identify who your customers are and what they expect from you
- To explore the challenges in meeting these expectations
- To identify what individuals and teams can do to ensure customer expectations are exceeded
- To develop behaviours that promote high levels of customer satisfaction
- To apply the learning to real life examples
- To develop an individual or team action plan to take the learning forward

To add WORKING WITH CUSTOMER FOCUS WORKSHOP to your resource library: