

INSTITUTE OF LEADERSHIP & MANAGEMENT LEVEL 2 AWARD IN CUSTOMER AWARENESS* 4 DAYS

Who is the course for:

Those who work in roles involving interface with customers, both external clients and stakeholders, and/or internal customers from departments within the organisation. Participants will learn how to improve the customer journey and experience in order to add value and encourage customer retention and new business via referrals and enhanced reputation. The programme is highly practical and assessments are via a range of activities based on the delegates' own work place, bringing about tangible improvements in working practices and in customer relationships. *The qualification will be "Level 2 Leadership & Team Skills", however assessed units will be meeting customer needs; understanding quality and understanding customer requirements.

By the end of the course participants will:

- Have a better understanding of the knowledge, skills and behaviours to excel in a customer facing environment
- Be more competent and confident when dealing with customers and know how to manage expectations in an appropriate way.
- Have learned how to recognise barriers to good customer service and be able to suggest areas to improve to enhance customer satisfaction levels.
- Understand the concept of touch points and the role they play in creating an impression of the wider business to customers.
- Know how to deal with a range of challenging situations in an appropriate manner including dealing with customer complaints.

Why choose Challenge:

Four contact days plus support throughout your learning journey ensures you maintain momentum on the course with opportunity to meet other participants and hone your skills.

- Like minded participants all of whom are sponsored by their organisation ensures you will have the opportunity to build your network and share and compare against best practice.
- Direct claim status from ILM for level 2 to level 7. Awarded only to those centres who have demonstrated consistently high standards in design, delivery and assessment over a number of years.
- Challenge has been the largest centre for ILM qualifications in the East Midlands since 2013, registering more delegates onto ILM programmes than any other centre. We are an approved supplier of ILM programmes for many large organisations who nominate staff members to access our training programmes year on year.
- A course tutor is available to contact between delivery days to help with any aspect of the course content or assessment.

DAY	TOPIC	SUMMARISED CONTENT
1	Induction + Introduction to Fulfilling customer requirements	<ul style="list-style-type: none"> Welcome & introductions Understanding your customers - internal and external customers “The customer experience” – from first impressions to follow up. How to recognise different types of customers, their expectations and needs. Nature and purpose of service standards within your own organizational context. Using service level agreements & performance indicators–how these help to manage expectations
2	Understanding & maintaining customer relationships	<ul style="list-style-type: none"> The quality question – what is quality and how is it measured within your organization by customers? Recognising the cost of poor quality and identifying ways to improve. How do you know what customers want? Ways to find out – simple ways of initiating and obtaining customer feedback. Analysing and recognizing the messages customers are giving – separating facts from opinion Protecting data; recording information and legal requirements Building rapport and understanding the customer relationship. Handling typical “difficult” customer situations
3	Providing a quality service	<ul style="list-style-type: none"> Understanding the customer experience at your organization – what messages do you give out? Advantages and disadvantages of different methods of communicating with customers. Practical exercises to identify areas to improve in your own style of customer care. Dealing with customer complaints in the right way and how to maintain customer relationships Understanding customer rights.
4	Tutorial Assessment and Practical Workshop	<ul style="list-style-type: none"> Delegates will be required to bring along copies of relevant policies and procedures from their own work place related to customer care. An assessed interview, with supporting information will be carried out, as well as tutor guidance towards a short written piece to demonstrate understanding.

Assessment:

1. Written short answer questions and reflective review
2. Assessed customer scenarios

Tutorial guidance will be available to delegates in between delivery days

Venue: Challenge Consulting, Nottingham Road, Woodborough, Nottingham, NG14 6EH

Price per delegate: £650 + VAT