

SUCCESSFUL LEARNING SOLUTIONS

CUSTOMER SERVICE COURSE OVERVIEWS: 2023



Contents

ABOUT THE TRAINING PROVIDER	3
TRAINING DEVELOPMENT & DELIVERY	4
TRAINING RESOURCES	5
PRICING OF OUR SERVICES AND COURSES	6
Colleges, Universities and Other Training Providers	6
Private Companies / Corporates and Members of the Public	6
ATTEND OUR ACCELERATED LEARNING PROGRAMMES	7
COURSE OVERVIEWS	9
CUSTOMER SERVICE EXCELLENCE	9
Customer Service Excellence, Brand Ambassador – Programme (8 Half-Days)	9
Customer Service Excellence: FACE to FACE (1-Day)	10
Customer Service Excellence: TELEPHONE (1-Day)	10
Treating customers with Respect (Half-Day)	10
Understand your customer's needs (1-Day)	11
Using empathy to build customer relationships (Half-Day)	12
Learning from my company's customer reviews (Half-Day)	12
Responding to negative on-line feedback from customers (Half-Day)	12
Improving the Customer Experience (1-Day)	12
Handling difficult customers with resilience (1-Day)	13
Questioning and listening to understand your customer better (Half-Day)	13
Building customer loyalty (1-Day)	14
CONTACT US	15

ABOUT THE TRAINING PROVIDER



At Successful Learning Solutions (Ltd) we have a proven track record of achieving results for our clients in the field of Learning and Development. But most of all, we have a love and passion for enabling growth and success by creating a desire in our learners to enhance their knowledge, skills, talents and abilities.

As a young child takes opportunities every day to learn, grow and develop their knowledge, skills and talents - we believe this passion for learning should never stop! And with us, it never does!

Based in Edinburgh, United Kingdom - with Teams in 3 different countries, Successful Learning Solutions continues to offer proven and effective Learning Solutions on an international basis.

Here are some examples of how we support learning:

Universities and Colleges

Other Training Providers

Private Businesses and Corporates

General Public

1. **Universities** and **Colleges** use us to design and deliver skills training on an **Associate** basis.
2. Other **Training Providers** contact us when they require experienced Trainers to support them on an **Associate** basis and to deliver Apprenticeship training.
3. **Corporates** and **businesses** contact us to increase skills development within their organisation.
4. The **general public** enroll on our training courses via our [online store](#), or through [REED](#).

We offer face-to-face and live tutor-led virtual training covering the following areas:



- ✓ Management Development
- ✓ Customer Service
- ✓ Personal & Team Development and Effectiveness
- ✓ Personal Well-being
- ✓ Communication Skills
- ✓ English support for Employability
- ✓ IT Skills
- ✓ Data Analytics.

Please view our website for further details: www.SuccessfulLearningSolutions.co.uk

TRAINING DEVELOPMENT & DELIVERY

Our courses are high impact and bespoke to the needs of our clients. We skillfully adapt the delivery of our courses to the needs of our client and learner profile. We like to keep learning fun and always create a safe environment conducive to adult learning.

Although our courses vary in length, modules can be delivered across half-day sessions – if preferred. This allows for learners to minimize time out of office and allows larger clients to book more than 1 cohort for the day - where it makes sense to do so.

Suggested timings of sessions are:

- **AM Only:** 09h30 to 12h30 (this includes a 15min tea-break)
- **PM Only:** 13h00 to 16h00 (this includes a 15min tea-break)
- **Full day:** 09h30 to 16h00 (this includes two 15min tea-breaks and 45min lunch)

Evening and Saturday classes can also be accommodated – if required.

It is recommended that learners attending a PM Only session have a full lunch break prior to their attending the session.

Class delivery takes place predominantly through a variety of the following medium, methods and activity types – irrespective of whether F2F or Virtual learning is scheduled:



- Lecture and active conversations
- Video clips
- Group work (f2f and virtual)
- Research & interviews
- Role-plays
- Homework assignments
- Self and formal reflection and assessments.

Skillful facilitation techniques focus on fun, practical and relevant activities which drive meaningful and team-centered conversations and learning within a safe learning environment. This accommodates various learning styles, preferences and abilities while at the same time increasing both memory retention, confidence and practical skills.

Although meaningful and sometimes direct conversation may be had, learners are always encouraged to feel relaxed to share their own life experience and learnings where relevant – without fear of feeling victimized. A relaxed environment is important to facilitate new learning.

TRAINING RESOURCES

The following would need to be provided for and arranged by Clients for any F2F **on-site** training (Covid-related guidelines would apply, if applicable):

- **Venue:** A room large enough to facilitate team activities and group work. Desks may need to be rearranged to create an open space for activities.
- **Projector or TV** with connection for a laptop.
- **Internet / wifi:** Please confirm if this will be available for use.
- **Flipcharts / Flipchart paper and whiteboards:** These will be used for team activities.
- **Catering:** Tea / Coffee and great nibbles goes a long way to put a smile on learner's faces!

For **virtual** sessions, a stable internet connection and quiet learning area would be required by learners. Sessions can be accessed via a Zoom or Teams link at home via their laptop / mobile device or tablet.

Note: It is generally accepted that Zoom provides a superior end-user learner experience, is easier to set up – and much easier to train with.



PRICING OF OUR SERVICES AND COURSES

COLLEGES, UNIVERSITIES AND OTHER TRAINING PROVIDERS

If you are a **College, University or another Training Provider** using our services, we will negotiate with you a flat rate for training / development on your behalf, as Associate Training Consultants.

This rate remains the same, irrespective of Training Consultant or course selected **(except for premium-priced courses)**.



Note, we are VAT registered, and charge VAT (20%) on all our products and services.

Premium Pricing

A limited selection of our courses / programmes is subject to a **Premium Price Adjustment**.

The adjustment is to cover any licensing costs, and other related costs associated with developing and delivering a specialist premium course or programme.

Premium courses / programmes are indicated as follows:



The adjustment is equal to an **additional 30%** of the total cost for the training.

PRIVATE COMPANIES / CORPORATES AND MEMBERS OF THE PUBLIC

If you are a **Private Company / Corporate** or **member of the Public** looking for training, our **individual** course prices are listed on [our online store](#), and on [REED](#).

Please note, these are for individual courses being bought. If you are looking for training of **more than 3 individuals**, then please contact us for hugely **discounted** offers!

Note, we are VAT registered, and charge VAT (20%) on all our products and services.

ATTEND OUR ACCELERATED LEARNING PROGRAMMES



Our fast-track learning programmes are intensive, high energy training sessions designed to prepare and energise an individual to fulfil a particular role or function to the best of their ability.

Unlike stand-alone courses, programmes capitalise on the learning synergy created through a targeted approach to learning, over time. Attending an aligned, progressive class, with the same Training Consultant, and the same fellow-learners over time allows for the creation of wholistic, fast-paced learning.

Please review our programmes below, and identify which ones you can use to fast-track learning within your organisation or team. The details of each programme can be found within the relevant section of this catalogue – or just click on the title below:

Programme Name	Duration	Target Audience
Business English for Employability	Minimum of 4.5 days, spread over 90 minute sessions	Those who speak English to an intermediate / advanced level, yet find their command of the English language is forming a barrier to employment, learning or promotion.
Customer Service Excellence, Brand Ambassador	8 half-days	This programme is designed for those new into both the job-market, and into a customer service role. It will in a very direct and effective way help new ones become skilled, passionate and resilient in their new role. It will also help new ones quickly develop and sharpen their skills to a point where a customer would never notice that they are new to the role.
I Want to Become a Training Consultant	5 days	Those currently new to designing or delivering training and are wanting a comprehensive grounding in the field of Learning & Development.
Fast-Track Development to Management	8 half-days	This 8-week programme (8 half-days) is designed to help fast-track those who are not yet managers, but who are actively pursuing and aspiring a career in management.
Managers – Keeping your Saw and Skills Sharp	16 half-days	All managers and leaders, Team-leaders and supervisors. The only way you can manage effectively is by continually keeping YOUR saw and YOUR skills sharp. In an ambiguous era, future-fit leaders need to balance and embrace competing demands. This 16-week programme (16-half-days) is designed to keep you thinking, developing and growing as a manager. More than that, it will ensure that you bring your team with you in your development; that they too benefit from this programme. The result: A sharper, more pro-active and resilient YOU – and a team that thrives on change and a high-performance culture.

Programme Name	Duration	Target Audience
Ms Word: From Beginner to Advanced	4 days	Anyone whose role requires them to create, edit and process documents and who wants to use the modern features and AI within MS Word while integrating their learning with the skills of research and business report-writing. These new learnings when combined will ensure a learner is comprehensively adept to fulfil any position requiring these business-critical skills.
Using and Presenting with PowerPoint: From Beginner to Advanced	4 days	Anyone whose role requires them to present information. This integrated wholistic approach to PowerPoint will ensure you are noticed not only for your advanced use of PowerPoint – but also your eloquent delivery of your intended message.
Excel: From Beginner to Expert User	3.5 days	Anyone whose role requires them to work with data. This programme will fast-track your Excel knowledge, skills, and competence from a beginner to an expert level. It will give you the confidence to challenge process and procedure in the workplace; to increase productivity through automation and to stand-out in analysing and presenting data.
Excel: From Intermediate to Super-User	5 days	Anyone whose role requires them to work with large data using Excel past an advanced level. Starting at an advanced level, it will take deep-dives into various aspects of Excel to create, automate and proficiently analyse, revise and synergise many business processes and functions – including large data. This is also a natural progression from the 3.5-day 'Excel: From Beginner to Expert User – Programme'.
Data Analytics	6 days	Anyone who analyses large data, including data scientists, business analysts, researchers, and students.
Master Artificial Intelligence for Productivity	3 days	Artists, writers, bloggers, game developers, graphics designers and anyone who wants to learn more about AI tools.
AUTOCAD: From Beginner to Advanced User	8 days	Architecture, engineering, and construction businesses of any size looking to use CAD to help improve their drafting, design quality and lead times. Individuals who would like to learn the software and become Freelance Designers
Autodesk Inventor	7 days	Manufacturing & design businesses of any size looking to improve their products, production quality & lead times. Individuals who would like to learn the software and become Freelance Designers

COURSE OVERVIEWS

CUSTOMER SERVICE EXCELLENCE

CUSTOMER SERVICE EXCELLENCE, BRAND AMBASSADOR – PROGRAMME (8 HALF-DAYS)

About this programme:

“Customer service means not reading from a script but reading the customer. It means knowing when to pay attention and when to give space.” – Erica Allison

You and I both know that we have all, at some point, never gone back to an organisation simply because of the service received. We also know the opposite of that can be true too, where we eagerly give our loyalty to an individual or organisation simply because of the spectacular service we continuously receive as a customer!

Despite the Customer Service role being one of the most important brand-ambassadors to our business; it ironically often remains an entry level post – thereby attracting entry-level individuals often ready to take any next progressive job that comes their way.

Some stay in this role because they love it! And these are the individuals that you want and need as your brand-ambassadors. Those who are skilled, passionate, and resilient in dealing with the modern (and not-so modern) customer.

This programme is designed for those new into both the job-market, and into a customer service role. It will in a very direct and effective way help new ones become skilled, passionate and resilient in their new role. It will also help new ones quickly develop and sharpen their skills to a point where a customer would never notice that they are new to the role.

Target Audience:

- 🕒 Vital for all those new into both the job-market, and into a customer service role.

This programme will integrate the following learning:

- 🕒 Customer service – Identify / Define / Originate / Implement
- 🕒 Expectation vs Reality – Job Spec // Company Vision & Mission vs current reality and trends
- 🕒 Communication – Verbal / Non-verbal – and the impact on the customer and brand
- 🕒 Awareness and Adapting – Customer needs / personality / circumstances
- 🕒 Qualities – Passion / Respect / Empathy / Curiosity / Resilience
- 🕒 Applied Learning – Technical / Mistakes / Reviews / Complaints
- 🕒 Personal – Knowledge vs Skills vs Attitude
- 🕒 Shaping and Adapting to the customer of the future.

Prerequisites for attending:

- 🕒 None.

CUSTOMER SERVICE EXCELLENCE: FACE TO FACE (1-DAY)

Attending this workshop will help you to:

- 🕒 Understand principles behind great customer service
- 🕒 Review your employer's customer service policy and customer service standards
- 🕒 Identify your natural style of dealing with customers in varying situations over the phone / face to face
- 🕒 Identify gaps in your natural style to becoming a great customer service representative
- 🕒 Practice various customer service scenarios and techniques to delight your customer F2F
- 🕒 Evaluate and measure feedback.

CUSTOMER SERVICE EXCELLENCE: TELEPHONE (1-DAY)

Attending this workshop will help you to:

- 🕒 Understand principles behind great telephone customer service
- 🕒 Review your employer's customer service policy and customer service standards
- 🕒 Identify your natural style of dealing with customers in varying situations over the phone
- 🕒 Identify gaps in your natural style to becoming a great customer service representative
- 🕒 Practice various customer service scenarios and techniques to delight your customer over the phone
- 🕒 Evaluate and measure feedback.

TREATING CUSTOMERS WITH RESPECT (HALF-DAY)

Attending this workshop will help you to:

- 🕒 Understand the impacts of treating – or not treating – customers with respect
- 🕒 Evaluate your understanding of respect with possible expectations of the customer
- 🕒 Show respect for different age groups / generations of customer
- 🕒 Show respect for customers of different cultures
- 🕒 Implement 5 practical ways that show respect to your customers.

UNDERSTAND YOUR CUSTOMER'S NEEDS (1-DAY)

About this course:

There is no question about the impact great customer service has on an organisation. How to build customer loyalty will give you the tools to make a connection and build a relationship with your customer base.

But how often do we actually take time to identify and understand the actual needs of those who buy our products and/or services?

This course will allow you to do so, in the context of your customer profile.

Target Audience:

- 🕒 Anyone who works in customer-service.

Attending this course will help you to:

- 🕒 Recognise how internal service impacts external service
- 🕒 Define internal and external customers
- 🕒 Determine factors that create customer value
- 🕒 Link service to outcome and reputation of your business
- 🕒 Identify needs of internal and external customers
- 🕒 Develop strategies to support the modern day customer - inclusive of the 'millennial' customer
- 🕒 Develop strategies to gain an emotional connection with your customer.

Prerequisites for attending:

None

USING EMPATHY TO BUILD CUSTOMER RELATIONSHIPS (HALF-DAY)

Attending this workshop will help you to:

- 🕒 Understand the real meaning behind empathy – and how it can impact customer relationships
- 🕒 Recognise the difference between sympathy and empathy
- 🕒 Use effective empathy statements when dealing with customers
- 🕒 Implement 7 steps to help you develop an empathetic approach towards your customers.

LEARNING FROM MY COMPANY'S CUSTOMER REVIEWS (HALF-DAY)

Attending this workshop will help you to:

- 🕒 Understand the impacts of customer on-line reviews
- 🕒 Research reviews and complaints made against your company
- 🕒 Understand why complaints / negative reviews have been made
- 🕒 Understand why positive reviews have been made
- 🕒 Learn how to increase the positive and decrease the negative reviews.

RESPONDING TO NEGATIVE ON-LINE FEEDBACK FROM CUSTOMERS (HALF-DAY)

Attending this workshop will help you to:

- 🕒 Research reviews and complaints made against your company
- 🕒 Understand why complaints / negative reviews have been made
- 🕒 Explore how to deal with negative reviews, and win the customer back
- 🕒 Reduce the number of negative reviews.

IMPROVING THE CUSTOMER EXPERIENCE (1-DAY)

Attending this workshop will help you to:

- 🕒 Understand the profile of your customers
- 🕒 Use empathy to understand potential customer relationship stress points
- 🕒 Experience your business from the customer's perspective
- 🕒 Research customer reviews made on your company
- 🕒 Apply learnings to improve your customer experience.

HANDLING DIFFICULT CUSTOMERS WITH RESILIENCE (1-DAY)

Attending this workshop will help you to:

- 🌟 Understand why conflict often occurs with customers
- 🌟 Identify ways to reduce potential conflict with customers
- 🌟 Communicate assertively in a conflict situation, without harming the customer relationship
- 🌟 Practice difficult conversations with difficult customers
- 🌟 Strengthen your resilience over time.

QUESTIONING AND LISTENING TO UNDERSTAND YOUR CUSTOMER BETTER (HALF-DAY)

Attending this workshop will help you to:

- 🌟 Understand the value of finding out the real needs of a customer
- 🌟 Implement 4 questioning techniques to ensure you understand the needs of your customer
- 🌟 Review over 20 examples of practical questions to understand your customer
- 🌟 Develop the skill of listening to hear what the customer is actually looking for
- 🌟 Implement 6 steps to help you actively listen to your customer.

BUILDING CUSTOMER LOYALTY (1-DAY)

About this course:

There is no question about the impact great customer service has on an organisation. How to build customer loyalty will give you the tools to make a connection and build a relationship with your customer base.

Today we may be providing a service, tomorrow we may be a receiving one; it is the beauty of this that makes good customer service a truly human endeavour.

Target Audience:

- 🌟 Anyone looking to develop their organisation into an environment that customers want to interact with and develop loyalty to
- 🌟 Anyone with frontline customer service experience, leadership or management experience, whether in a junior to middle management level or those who wish to move into a middle/senior management role within a customer focussed organisation

Attending this course will help you to:

- 🌟 Identify loyalty building strategies
- 🌟 Build customer loyalty in your own business
- 🌟 Move beyond transaction customer relationships
- 🌟 Understand how loyalty programmes drive business outcomes
- 🌟 Learn from examples that worked for other businesses.

Prerequisites for attending:

None

CONTACT US

If you would like to book any training, or discuss how we can assist you / your project with any Learning & Development service, then please contact us as follows:



Terry Coxen
Managing Director

E-mail: Contact@SuccessfulLearningSolutions.co.uk

UK Toll-Free: 0800 689 4156

Or contact any of our New Business Team, their details are on our website.

Website: www.SuccessfulLearningSolutions.co.uk

