

Communicating with Customers

This course is for any staff who have personal contact with customers.

The aims of the course are to help staff improve the way they communicate with customers in all inter-personal situations, and to have access to a wider range of communication skills.

By the end of the course participants will be able to

- describe the key things most customers want to get out of contacts with staff
- build rapport with customers and listen carefully and sympathetically
- convey information about services in a concise and helpful way
- use questions to elicit quality information from customers
- deal effectively with customers who have problems or complaints, and transform them into solutions.

Course content

Topics covered will include:

- Rapport and body language
- Communication styles
- Active listening
- Checking understanding and reflecting back
- Different types of questions and when to use them
- The ladder of inference – how we interpret before we understand
- Challenging your own and others' assumptions
- Managing emotion in communication
- Building shared understanding.