

Turning Complaints into Compliments

Course programme

For in-house customisation, please contact training@apse.org.uk

08:45 - 09:00	REGISTRATION (and Tech Check)
09:00 - 10:30	UNIT 1: Customer Experience <i>This unit provides the building blocks of excellent customer experience.</i> <ul style="list-style-type: none">Customer needs and expectations.Customer journey mapping.Understanding the problem
10:30 - 10:45	COMFORT BREAK
10:45 - 12:00	UNIT 2: Customer Relationships <i>This unit examines opportunities to create magic moments for the customer through skilled relationship building.</i> <ul style="list-style-type: none">How communication worksSetting the toneActive and passive voicePersuasion and influence
12:00 - 13:00	LUNCH
13:00 - 14:15	UNIT 3: Predicting Patterns <i>This unit will enhance standard written responses to create value for the customer.</i> <ul style="list-style-type: none">How communication makes us feelSolutions-focused responsesApologies and accountabilities
14:15 - 14:30	COMFORT BREAK
14:30 - 15:45	UNIT 4: Positive Outcomes This unit will focus on outcomes, endings, and action planning to satisfy and delight customers. <ul style="list-style-type: none">Promises and the feedback loop.Ending wellPersonal development and action planning
15:45 - 16:00	PLENARY, FEEDBACK AND CLOSE